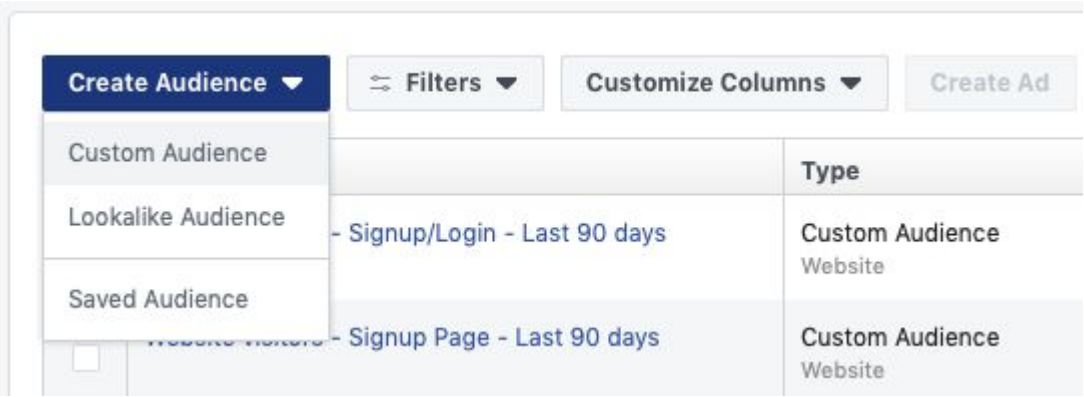
Facebook Audiences

Creating an Audience on Facebook

Target people who have engaged with you before, find a similar audience, or save time reaching your own custom audiences… you can do it all with Facebook Audiences!

- Custom Audiences
- Lookalike Audiences
- Saved Audiences

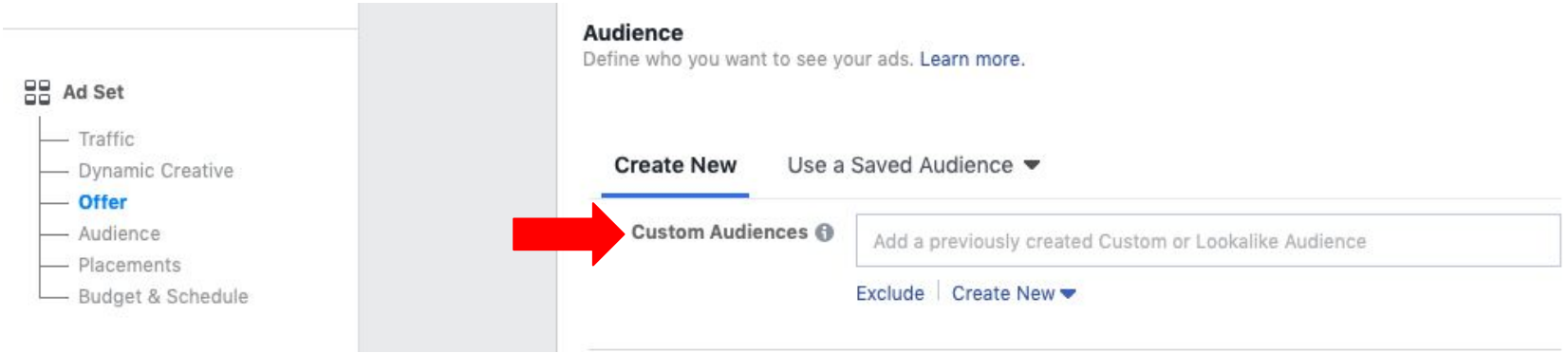


Copyright 2019

Creating a Custom Audience on Facebook

Custom Audiences can help you reach customers you already know with ads on Facebook.

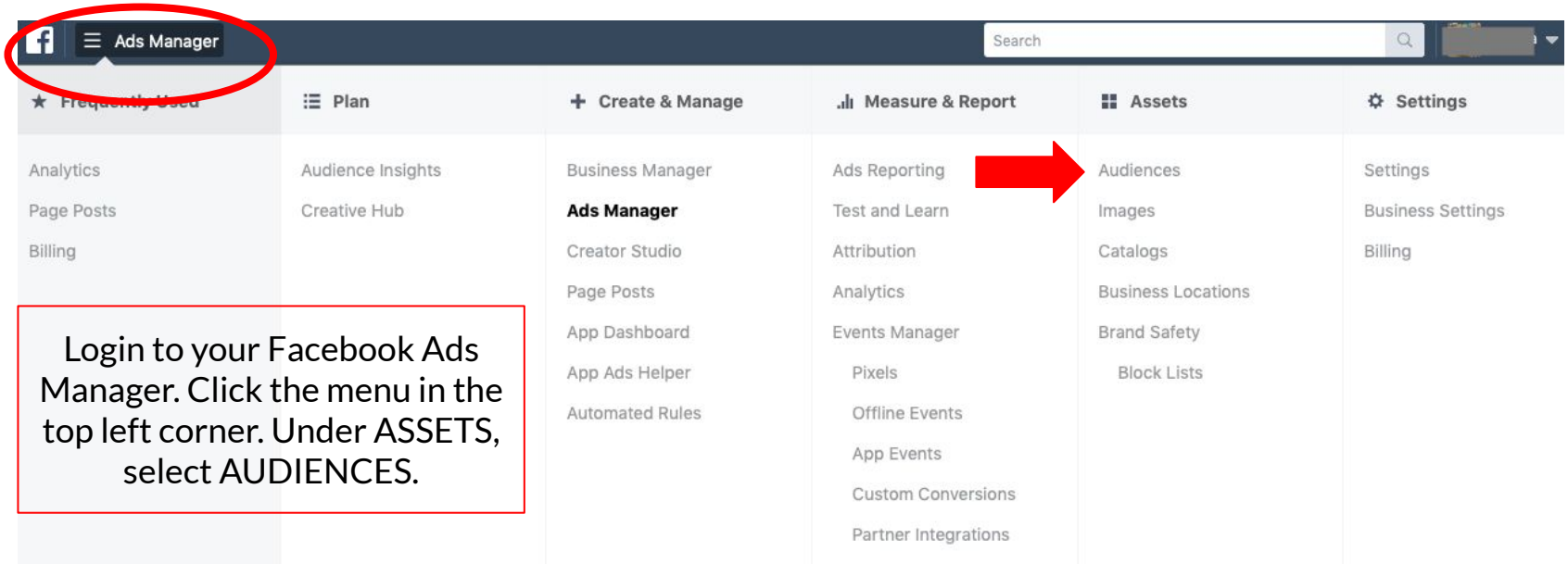
- ➢ You can use sources like customer email lists, website or app traffic, or engagement on Facebook to create Custom Audiences of people who already know your business.
- ➢ Custom Audiences are a really powerful way to target the right people for your ads.
- ➢ It's easy to create your own Custom Audiences on Facebook (and then target them via the Custom Audiences option under the AD SET level → AUDIENCE of any ad creation.)



Copyright 2019

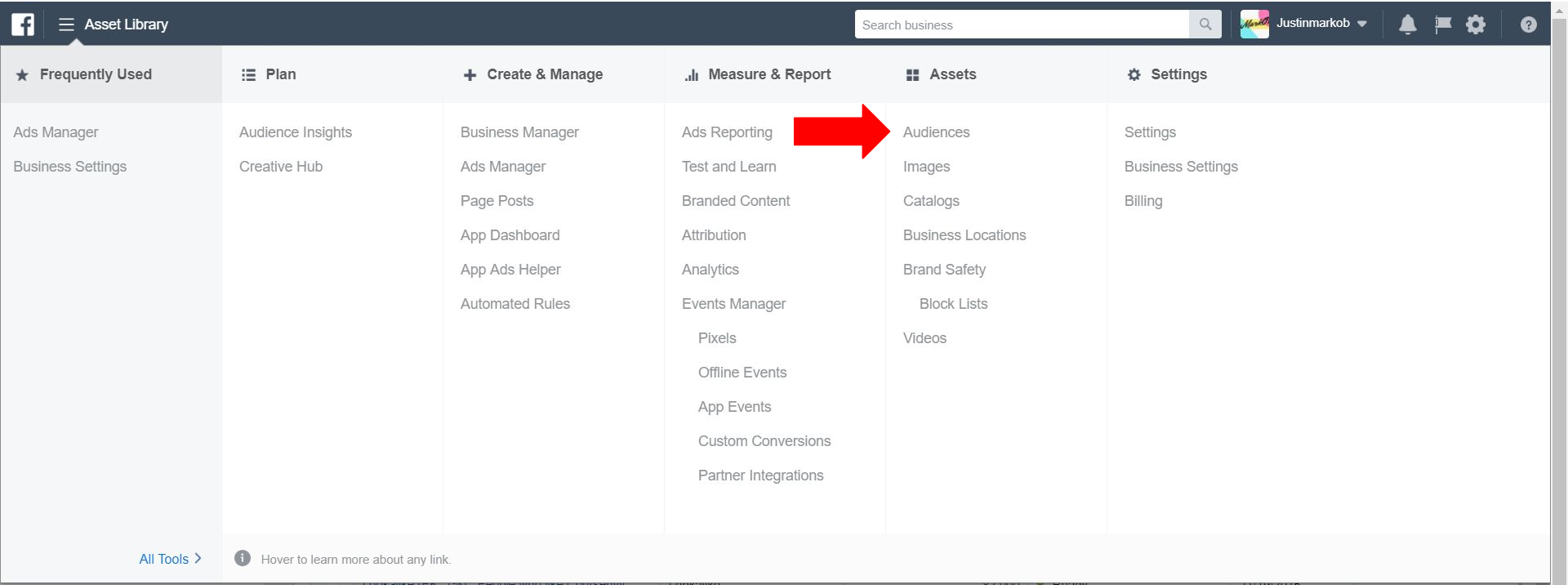
Where to Find Audiences

https://www.facebook.com/adsmanager/

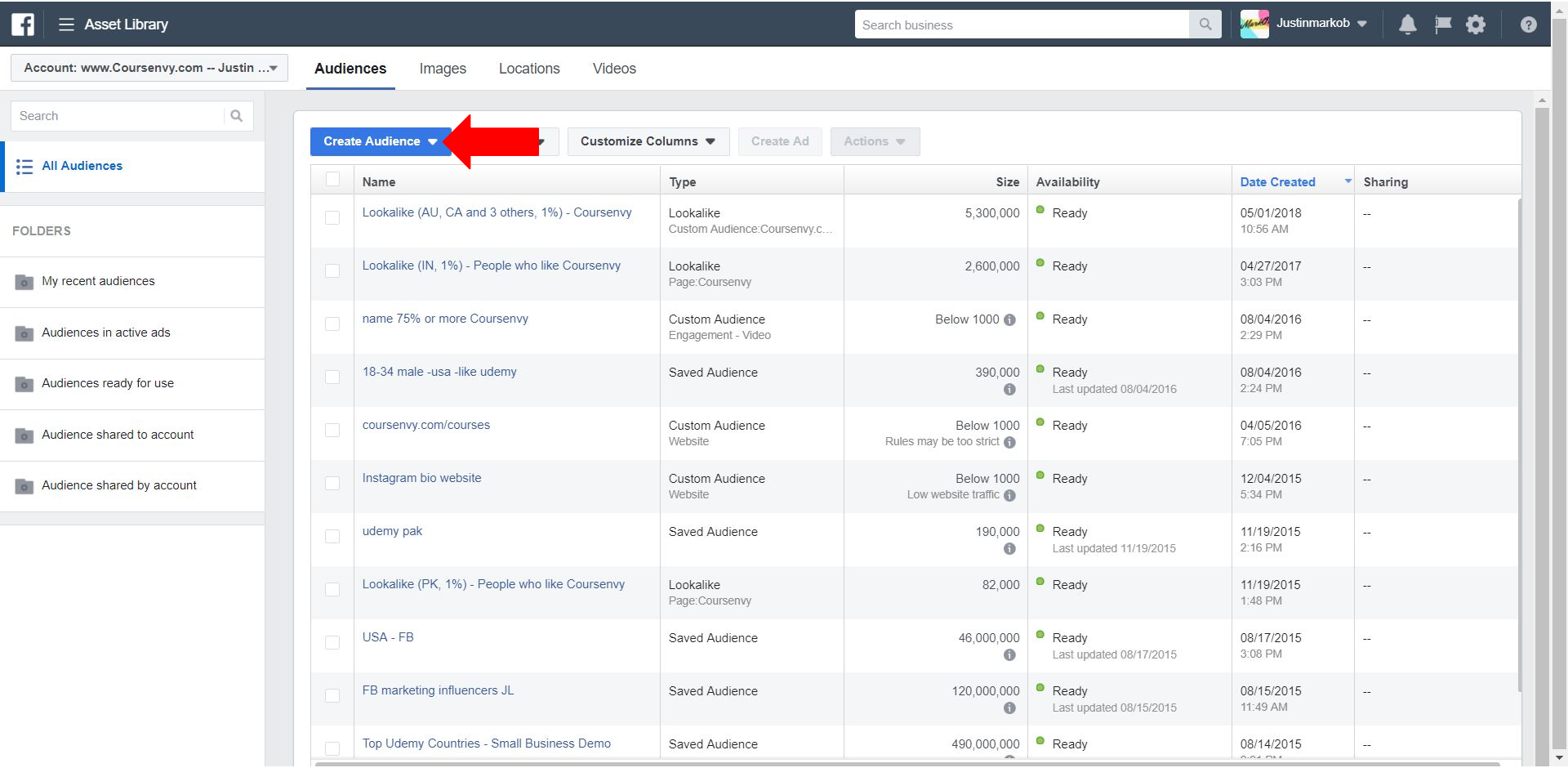


Login to your Facebook Ads Manager. Click the menu in the top left corner. Under ASSETS, select AUDIENCES.

Copyright 2019

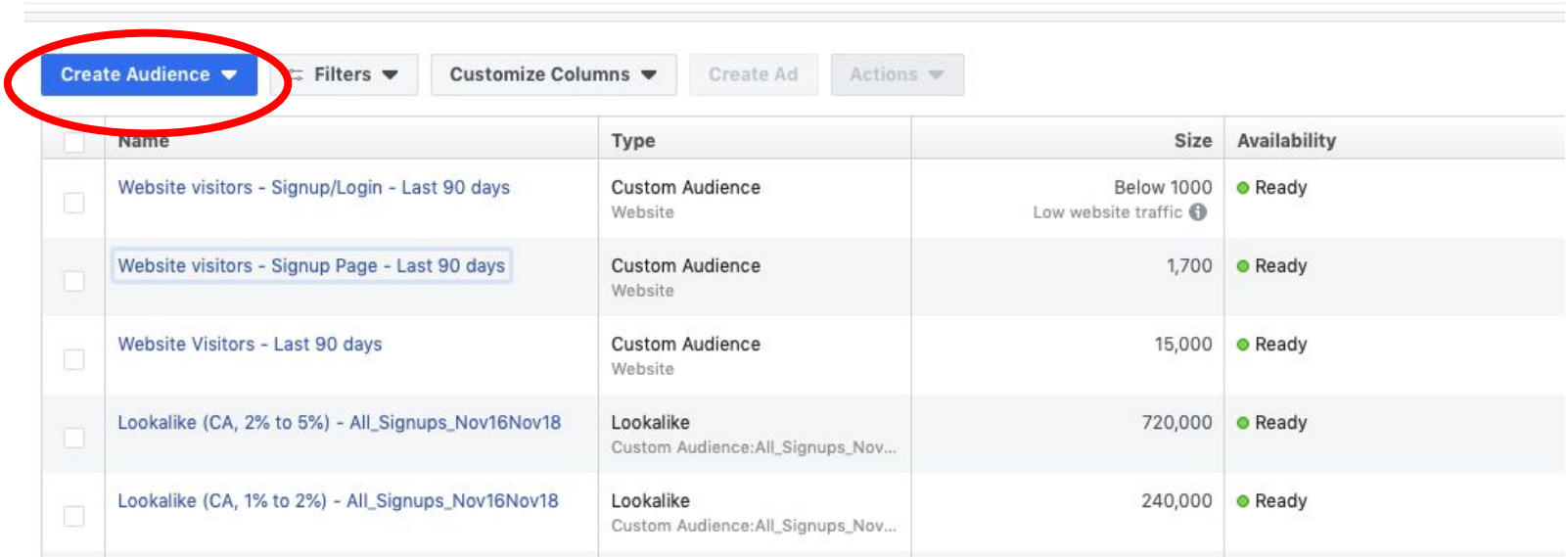


Copyright 2019



Copyright 2019

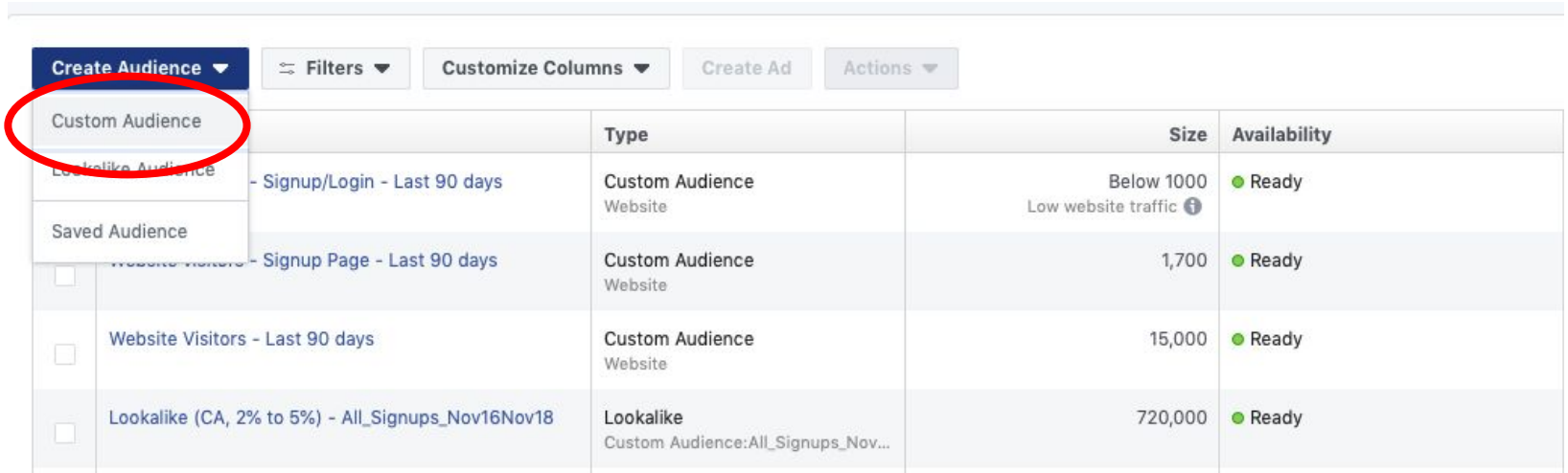
How to Create a Custom Audience



Copyright 2019

How to Create a Custom Audience

- Click the Create Audience button
- In the dropdown menu, select Custom Audience



Copyright 2019

Asset Library

Search business

Justinmarkob

Account: www.Coursenvy.com -- Justin ...

Audiences | Images | Locations | Videos

Search

All Audiences

FOLDERS

My recent audiences

Audiences in active ads

Audiences ready for use

Audience shared to account

Audience shared by account

Create Audience

Customize Columns

Name	Date Created	Sharing
Lookalike (AU, CA and ...	05/01/2018 10:56 AM	--
Lookalike (IN, 1%) - Pe...	04/27/2017 3:03 PM	--
name 75% or more Cou...	08/04/2016 2:29 PM	--
18-34 male -usa -like u...	08/04/2016 2:24 PM	--
coursenvy.com/courses	04/05/2016 7:05 PM	--
Instagram bio website	12/04/2015 5:34 PM	--
udemy pak	11/19/2015 2:16 PM	--
Lookalike (PK, 1%) - Pe...	11/19/2015 1:48 PM	--
USA - FB	08/17/2015 3:08 PM	--
FB marketing influencer	08/15/2015 11:49 AM	--
Top Udemy Countries -	08/14/2015 2:21 PM	--
Coursenvy.com	08/05/2015 5:17 PM	Shared with 1 ad account Justinmarkob

Create a Custom Audience

Use your sources

- Website traffic
- Customer file
- App activity
- Offline activity

Use Facebook sources

- Video
- Instagram business profile
- Lead form
- Events
- Instant Experience
- Facebook Page

About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

This process is secure and the details about your customers will be kept private.

Cancel

Copyright 2019

Custom Audiences

I get the best ROI for my clients ad spend with the following Custom Audiences:

- Targeting past customers for upsells or future sales by uploading a **Customer File** (names, email, etc. data)
- People who had visited your site before (this is great for retargeting warm audiences via the **Website Traffic** custom audience)
- People who have watched a certain percentage of my videos
- People who have engaged with your Facebook or Instagram Page

Copyright 2019

Asset Library

Search business

Justinmarkob

Account: www.Coursenvy.com -- Justin ...

Audiences | Images | Locations | Videos

Search

All Audiences

FOLDERS

My recent audiences

Audiences in active ads

Audiences ready for use

Audience shared to account

Audience shared by account

Create Audience

Customize Columns

Name	Date Created	Sharing
Lookalike (IN, 1%) -	05/01/2018 10:56 AM	--
name 75% or more Cou	04/27/2017 3:03 PM	--
18-34 male -usa -like uc	08/04/2016 2:29 PM	--
coursenvy.com/courses	08/04/2016 2:24 PM	--
Instagram bio website	04/05/2016 7:05 PM	--
udemy pak	12/04/2015 5:34 PM	--
Lookalike (PK, 1%) - Pe	11/19/2015 2:16 PM	--
USA - FB	11/19/2015 1:48 PM	--
FB marketing influencer	08/17/2015 3:08 PM	--
Top Udemy Countries -	08/15/2015 11:49 AM	--
Coursenvy.com	08/14/2015 2:21 PM	--
	08/05/2015 5:17 PM	Shared with 1 ad account Justinmarkob

Create a Custom Audience

Use your sources

- Website traffic
- Customer file
- App activity
- Offline activity

Use Facebook sources

- Video
- Instagram business profile
- Lead form
- Events
- Instant Experience
- Facebook Page

Select “Website Traffic”

About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

This process is secure and the details about your customers will be kept private.

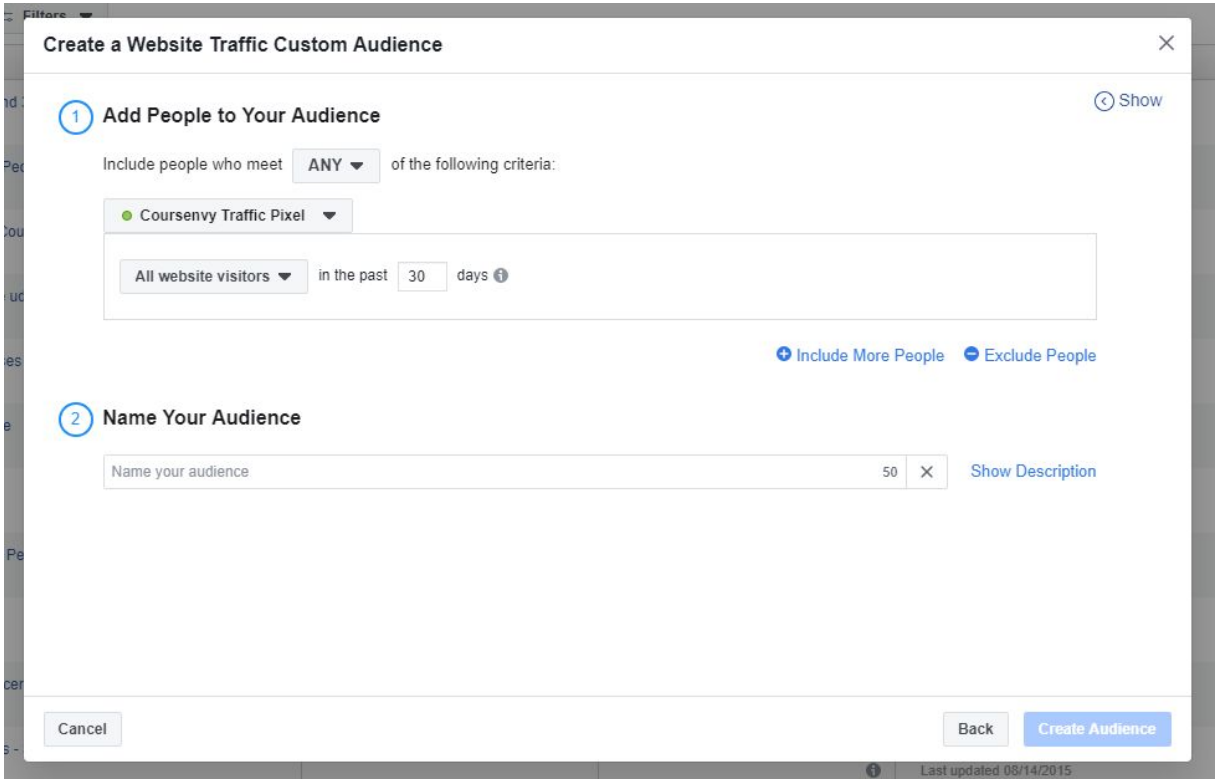
Cancel

Copyright 2019

Custom Audience → Website Traffic

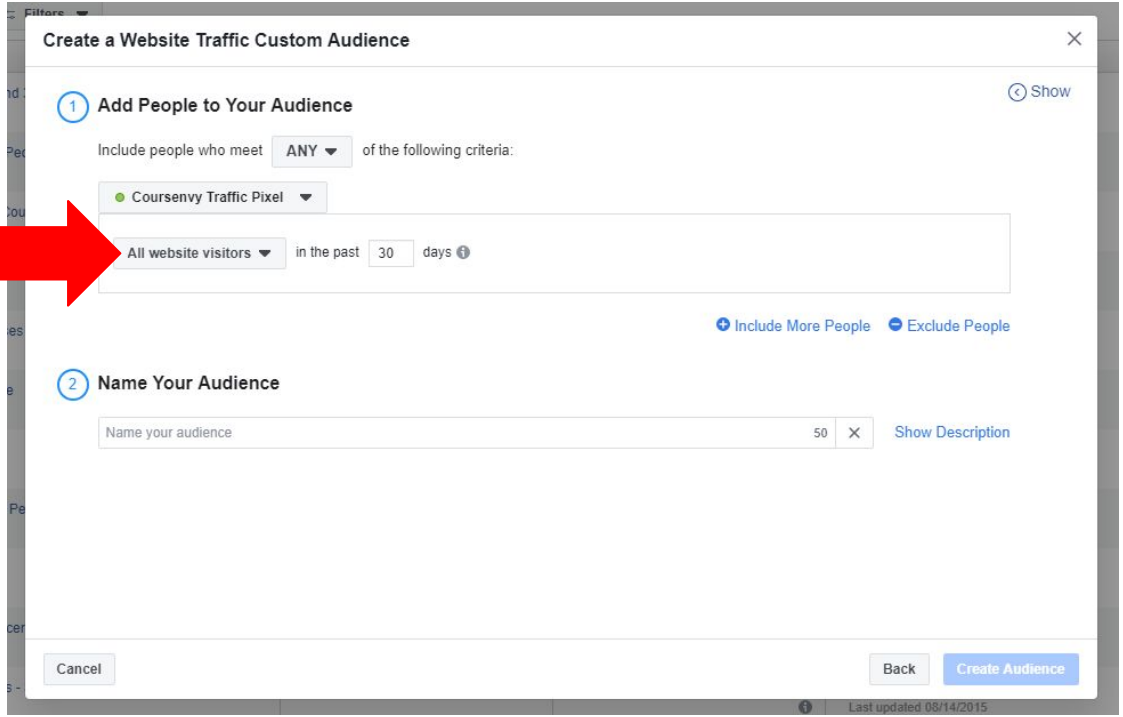
Targeting website visitors:

- ➢ Pick the type of visitor (All website visitors or a specific page)
- ➢ Choose the period since the last site visit (e.g. last 30 days)
- ➢ Name your audience



Copyright 2019

Website Traffic → All Website Visitors



- First, create your base ALL WEBSITE VISITORS custom audience. This is great for building an audience of warm traffic that KNOW your brand/website.

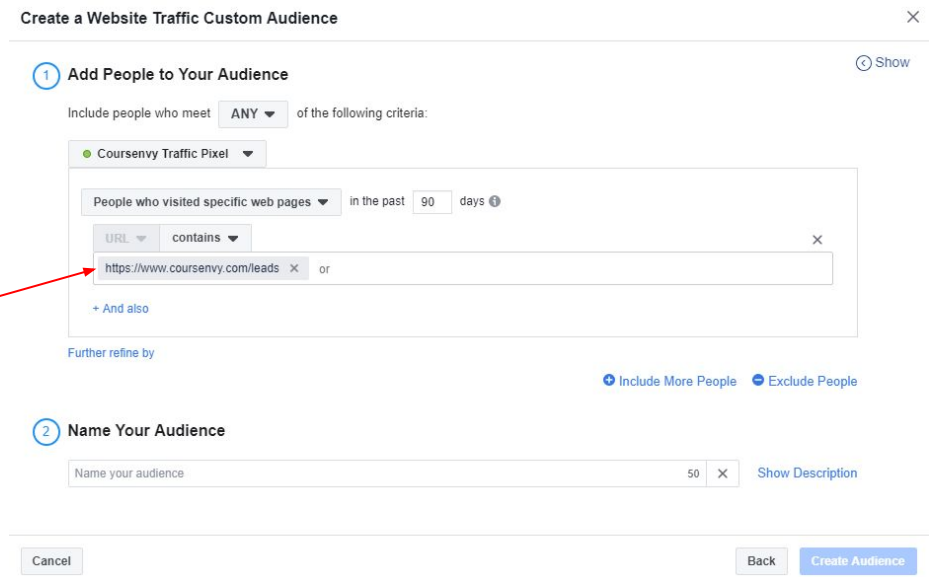
- This is also a perfect audience for creating a **Lookalike Audience** of.

Copyright 2019

Website Traffic → People Who Visited Specific Web Pages

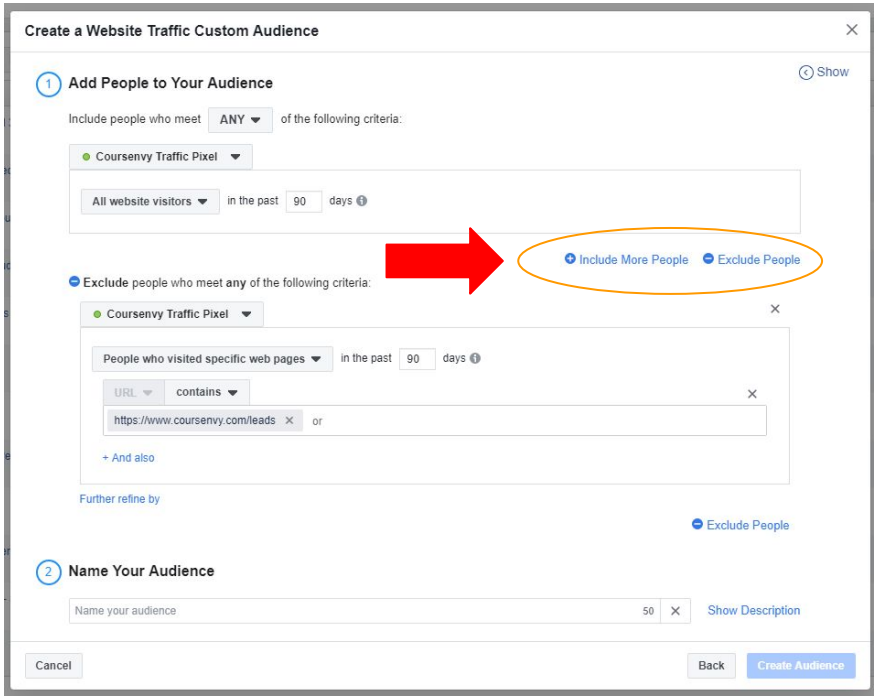
Second, create custom audiences of **People who visited specific web pages**.

My go to custom audience is 90 days of traffic who "subscribed or registered" to something on my site (newsletter, webinar, etc.) and then were redirected to a specific webpage (i.e. "thank you for subscribing"). This audience is perfect for retargeting with an upsale or to follow up with more content related to what they claimed from your site.



Copyright 2019

Website Traffic → People Who Visited Specific Web Pages

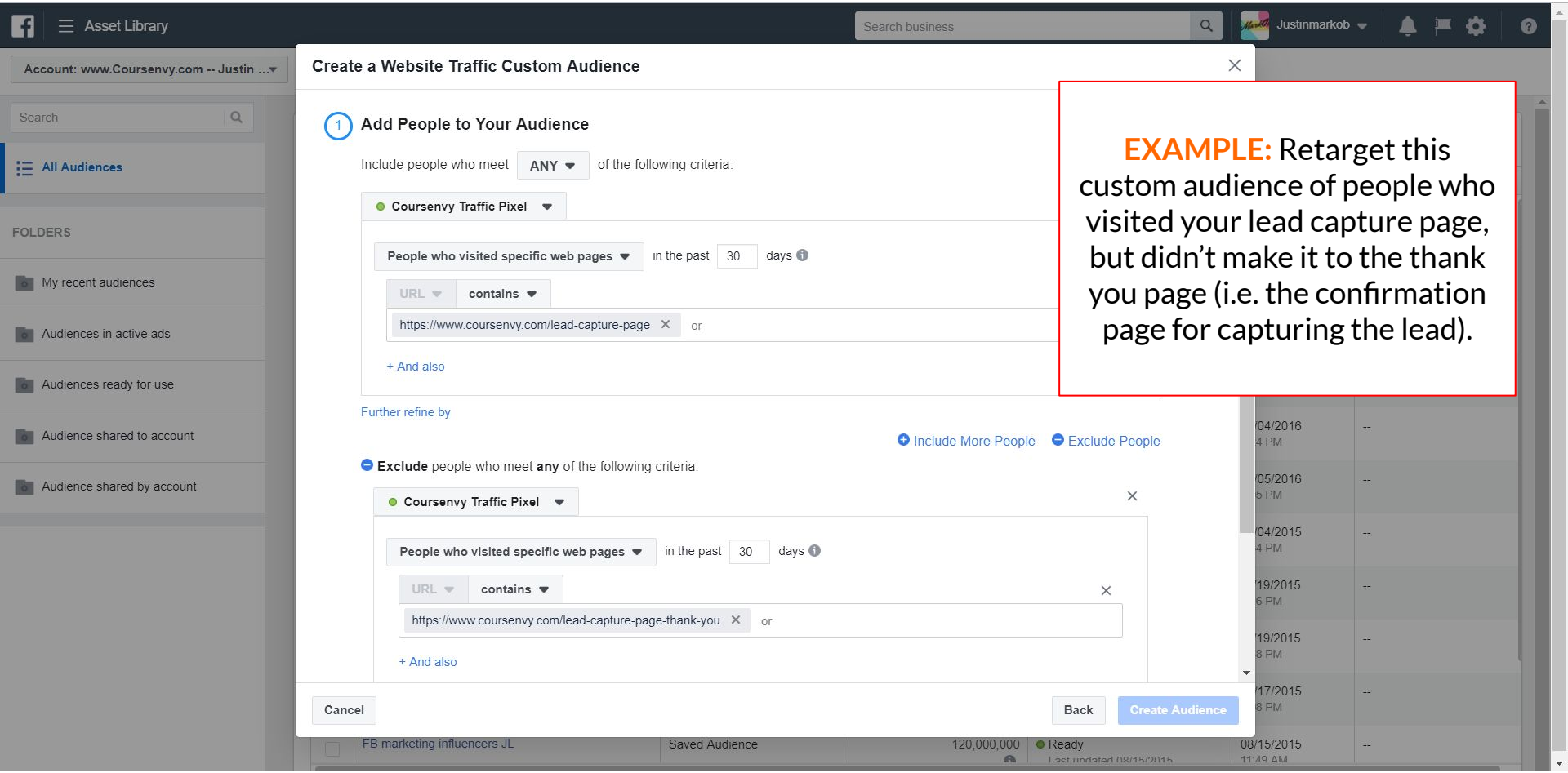


Another useful audience I create from here is **EXCLUDING** a specific page so I can retarget this custom audience until they reach that a **specific page**.

This prevents me from marketing to an audience that may have already signed up for my newsletter.

EXAMPLE: I could also use this technique to create an audience of people who have added an item to their cart, but exclude those that purchased. Maybe they got busy and forgot to checkout… remind them by targeting this custom audience in an ad campaign.

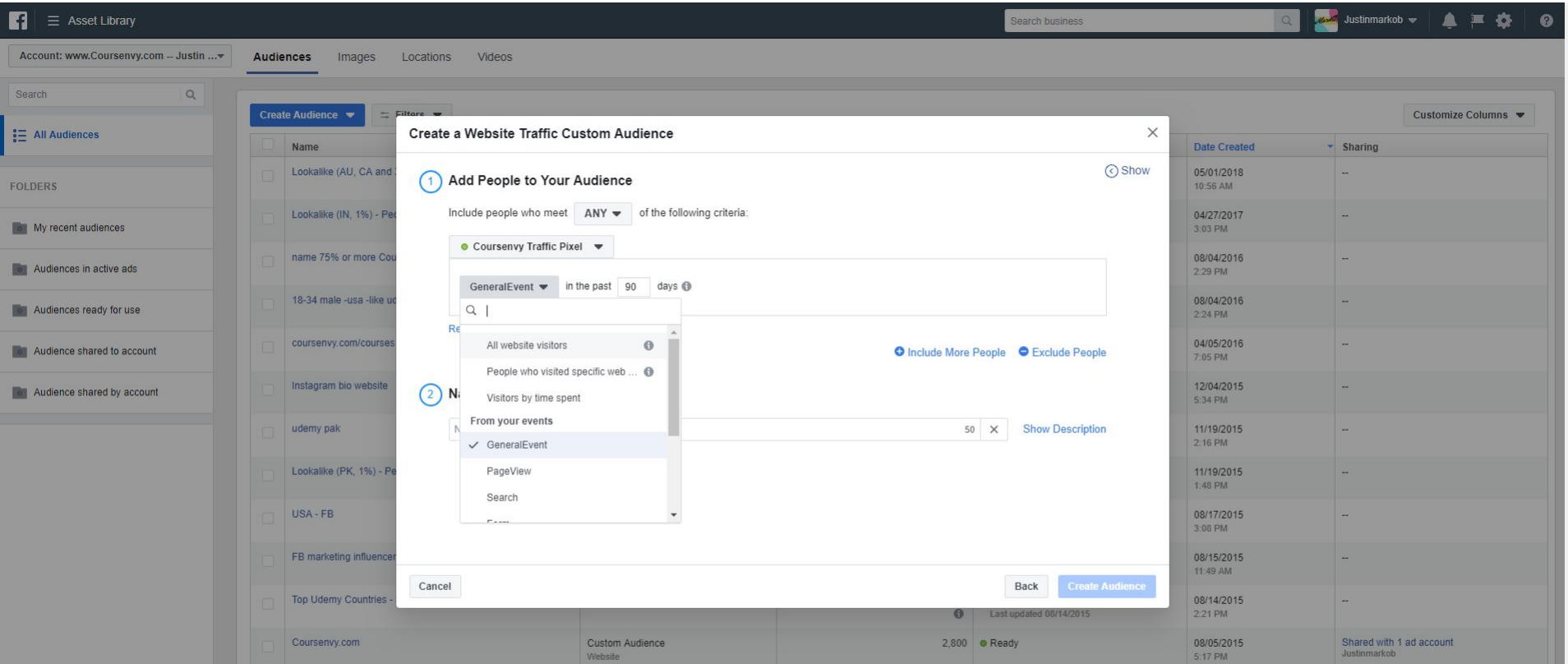
Copyright 2019

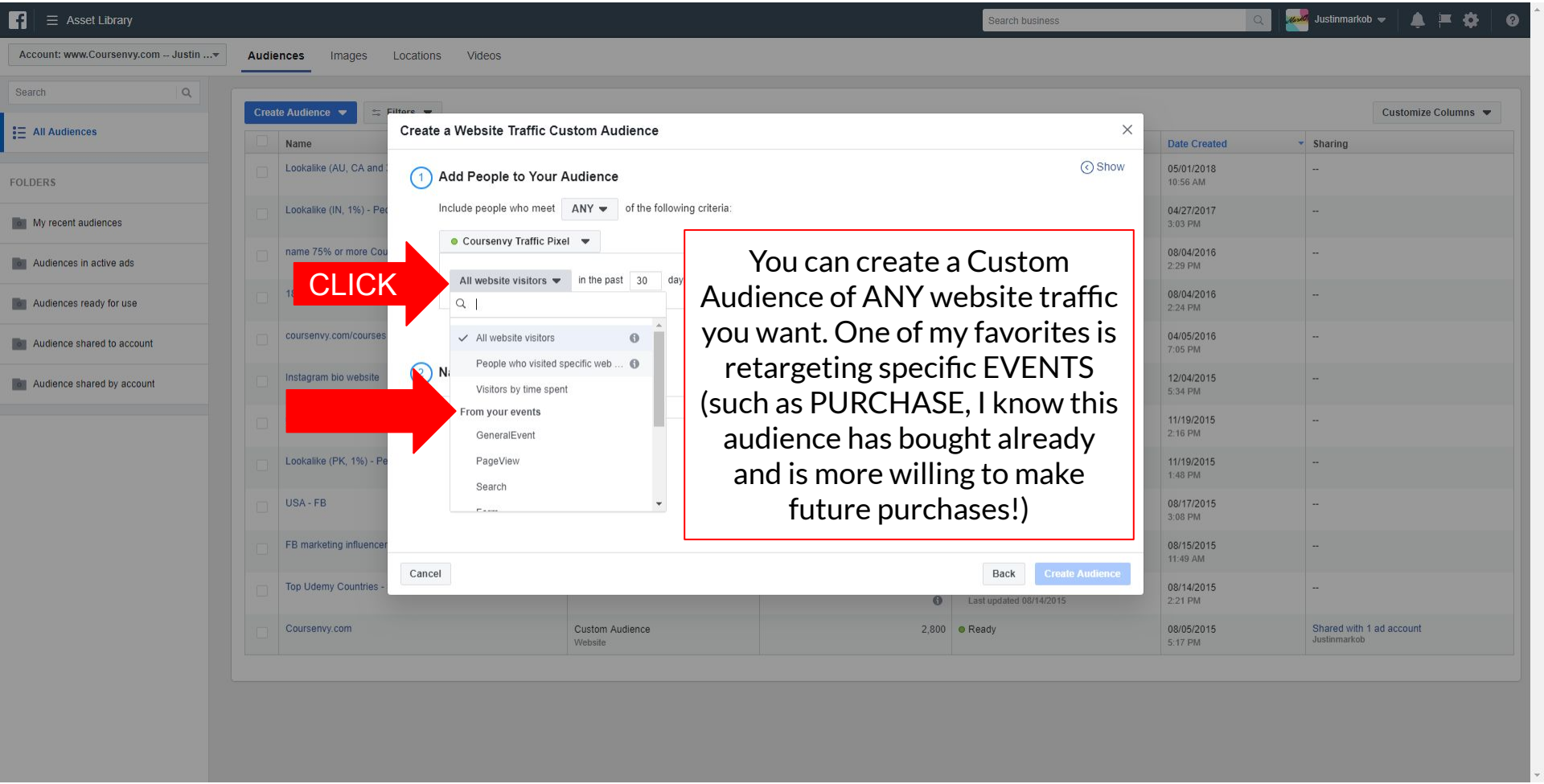


EXAMPLE: Retarget this custom audience of people who visited your lead capture page, but didn't make it to the thank you page (i.e. the confirmation page for capturing the lead).

Copyright 2019

Custom Audience → Website Traffic → Events



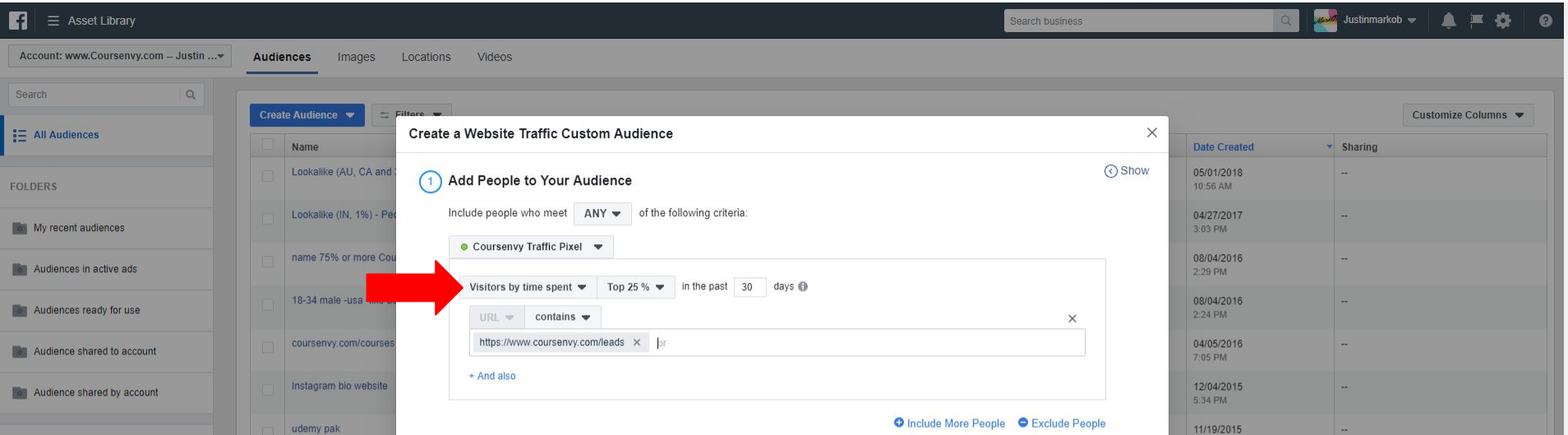


Copyright 2019

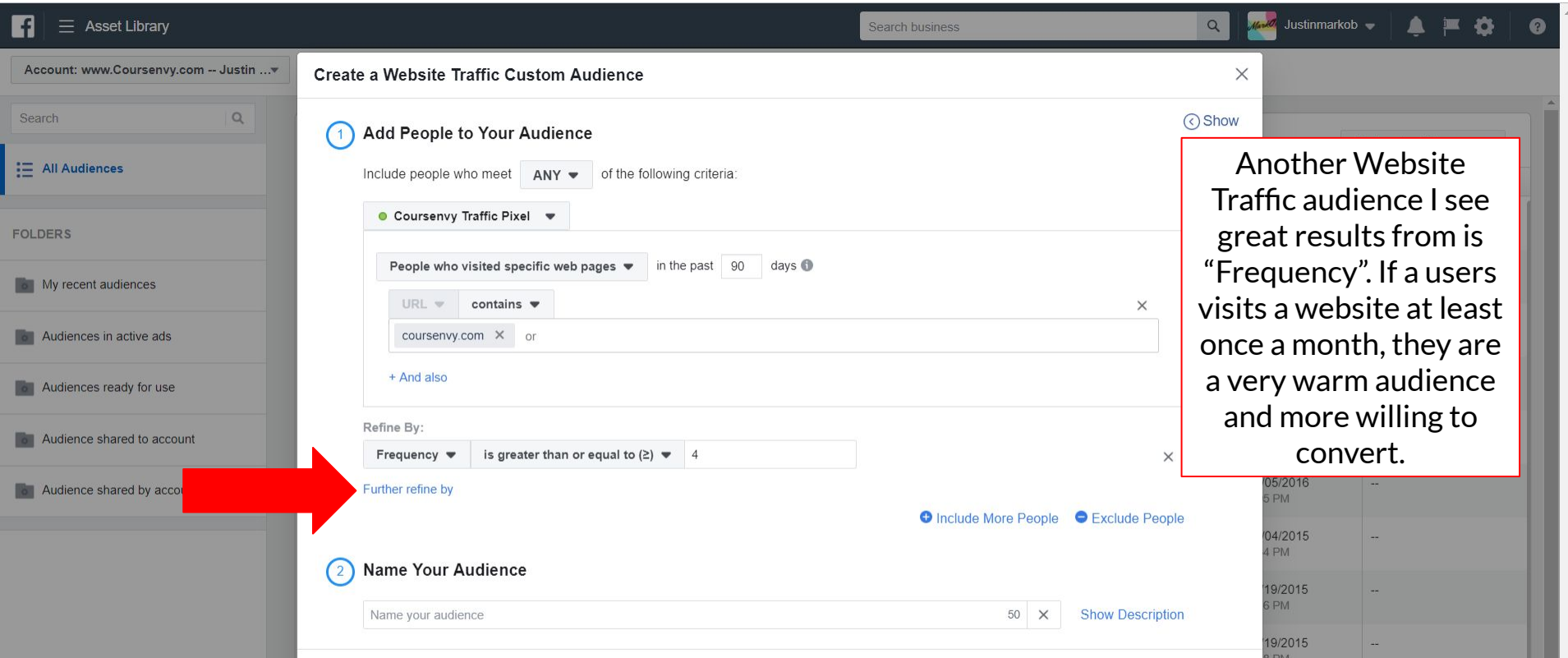
BEST PRACTICES: Website Traffic

Create an audience of users who spend the most time on your site.

- In the visitor type dropdown menu, select **Visitors by time spent**, then select **Top 25%**
- Think of this audience like the “80/20 rule”! This audience is typically your BEST 25% and the most engaged with your content (perfect for creating **Lookalike Audiences** of too)!

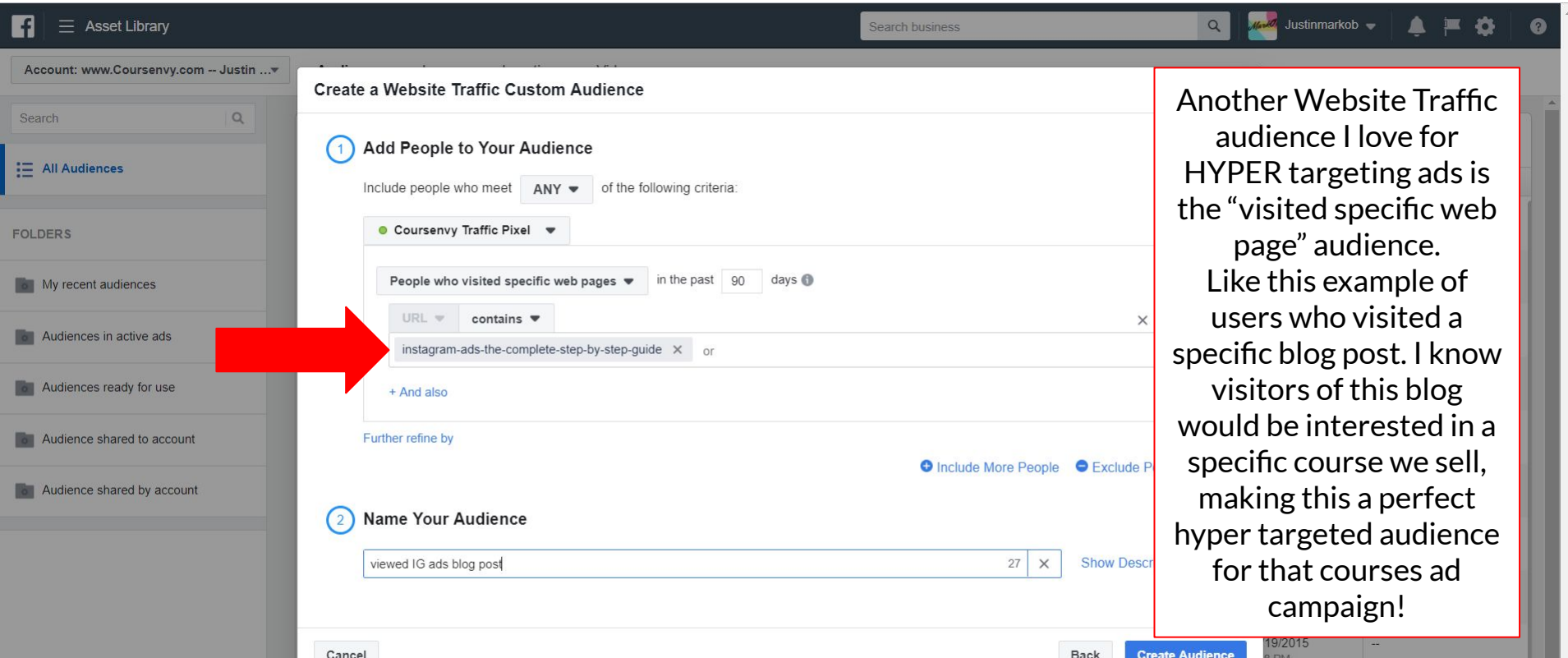


BEST PRACTICES: Website Traffic



Another Website Traffic audience I see great results from is “Frequency”. If a users visits a website at least once a month, they are a very warm audience and more willing to convert.

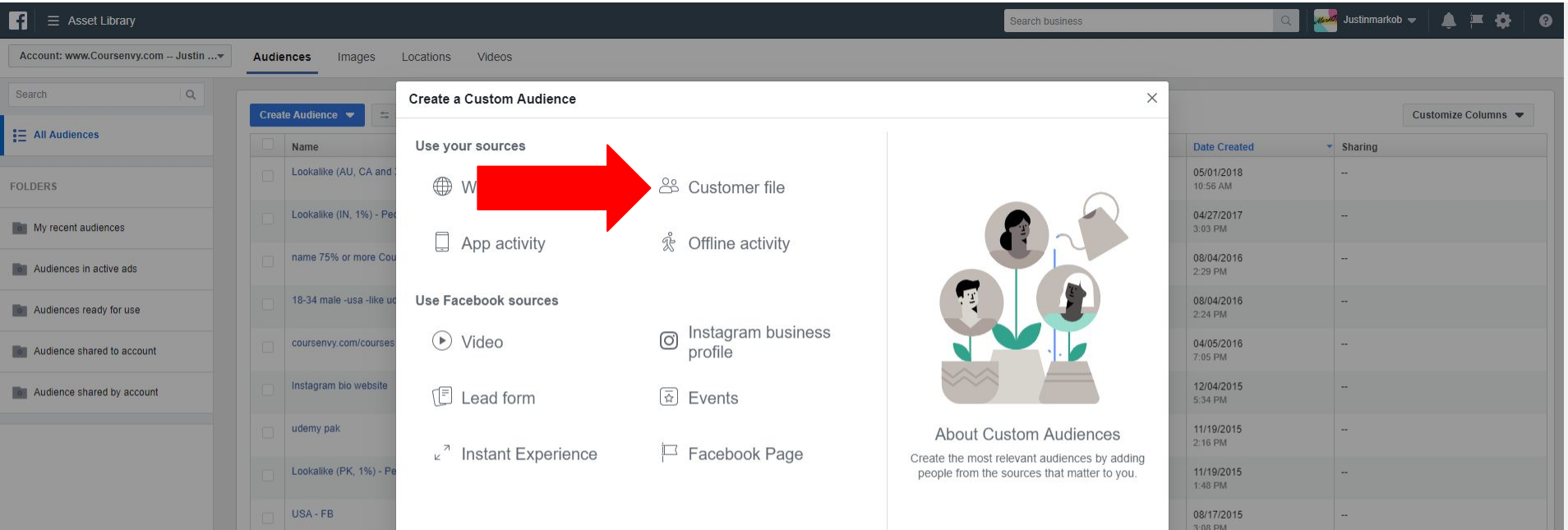
BEST PRACTICES: Website Traffic



Another Website Traffic audience I love for HYPER targeting ads is the “visited specific web page” audience.
Like this example of users who visited a specific blog post. I know visitors of this blog would be interested in a specific course we sell, making this a perfect hyper targeted audience for that courses ad campaign!

Custom Audience → Customer File

The Customer File audience is always one of the first audiences I create for a client as this is a HOT audience that has already made a purchase.



Asset Library

Search business

Justinmarkob

Account: www.Coursenvy.com -- Justin ...

Search

All Audiences

FOLDERS

My recent audiences

Audiences in active ads

Audiences ready for use

Audience shared to account

Audience shared by account

Customize Columns

te Created | Sharing

19/2019 9 PM --

01/2018 56 AM --

27/2017 3 PM --

04/2016 9 PM --

04/2016 4 PM --

05/2016 5 PM --

04/2015 4 PM --

19/2015 5 PM --

19/2015 8 PM --

17/2015 8 PM --

FB marketing influencers JL | Saved Audience | 120,000,000 | Ready Last updated 08/15/2015 | 08/15/2015 11:49 AM --

Create a Custom Audience

Customer file

Use a file that includes customer lifetime value (LTV)

Use a file that doesn't include LTV

Import from Mailchimp

Customer file best practices

We recommend using a .csv file that includes customer lifetime value (LTV).

Back

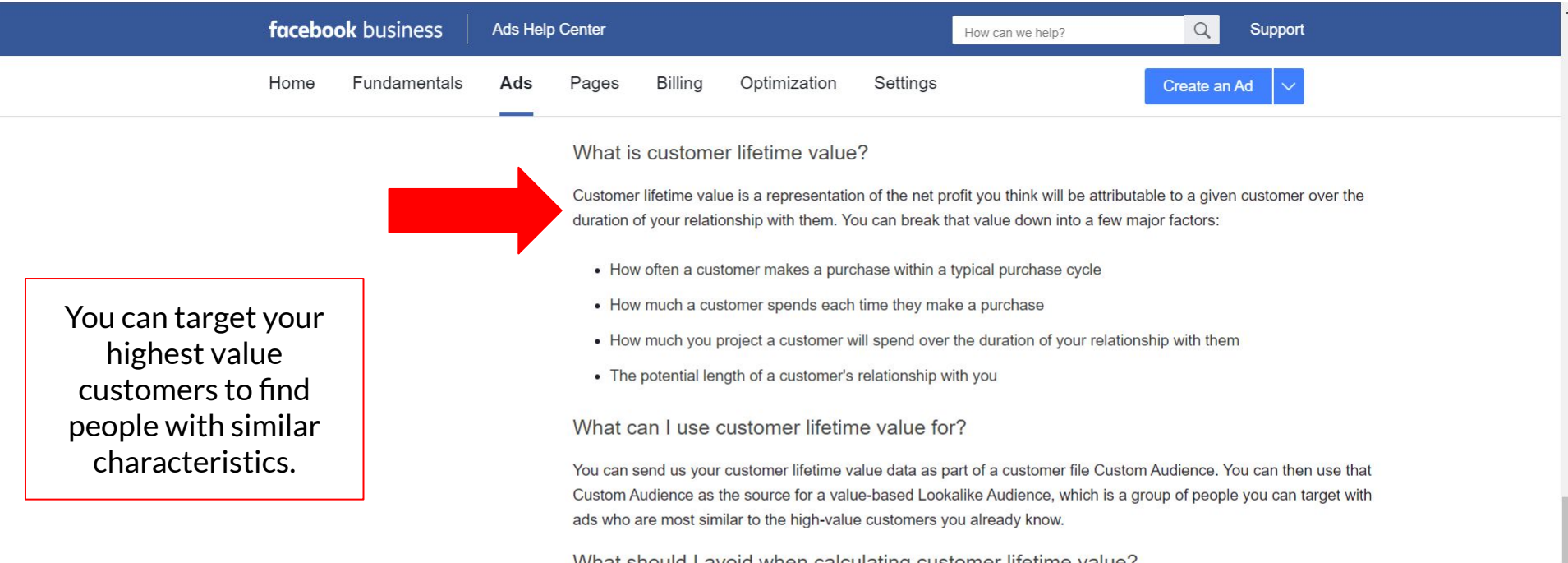
There are 3 ways you can upload Customer File Custom Audiences to Facebook. The first two options involve you uploading a .CSV or .TXT file of customers. The third is to import them directly from your Mailchimp.

Let's look at the first WITH a LTV (Lifetime Value) metric and the Second WITHOUT a LTV.

Copyright 2019

LTV - Lifetime Value

https://www.facebook.com/business/help/606443329504150


facebook business
Ads Help Center
How can we help?
Support
Home
Fundamentals
Ads
Pages
Billing
Optimization
Settings
Create an Ad
What is customer lifetime value?
Customer lifetime value is a representation of the net profit you think will be attributable to a given customer over the duration of your relationship with them. You can break that value down into a few major factors:
How often a customer makes a purchase within a typical purchase cycle
How much a customer spends each time they make a purchase
How much you project a customer will spend over the duration of your relationship with them
The potential length of a customer's relationship with you
What can I use customer lifetime value for?
You can send us your customer lifetime value data as part of a customer file Custom Audience. You can then use that Custom Audience as the source for a value-based Lookalike Audience, which is a group of people you can target with ads who are most similar to the high-value customers you already know.

You can target your highest value customers to find people with similar characteristics.

LTV - Lifetime Value

The main reason to create a Custom Audience WITH an LTV column, is so you can later create a value-based Lookalike Audience.

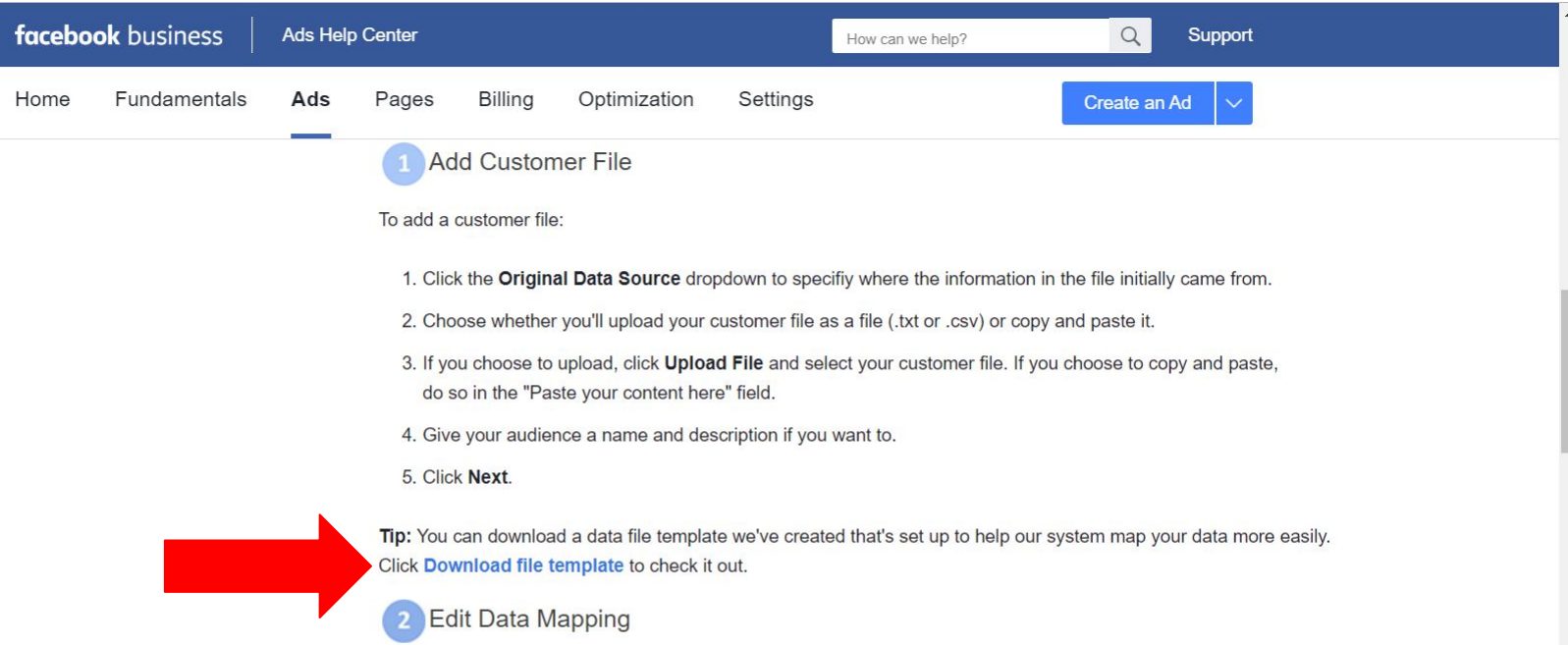
Facebook will use your source Custom Audience that has a **LTV customer value** (i.e. “value” column in the customer file) data column to find similar users for your value-based Lookalike Audience.

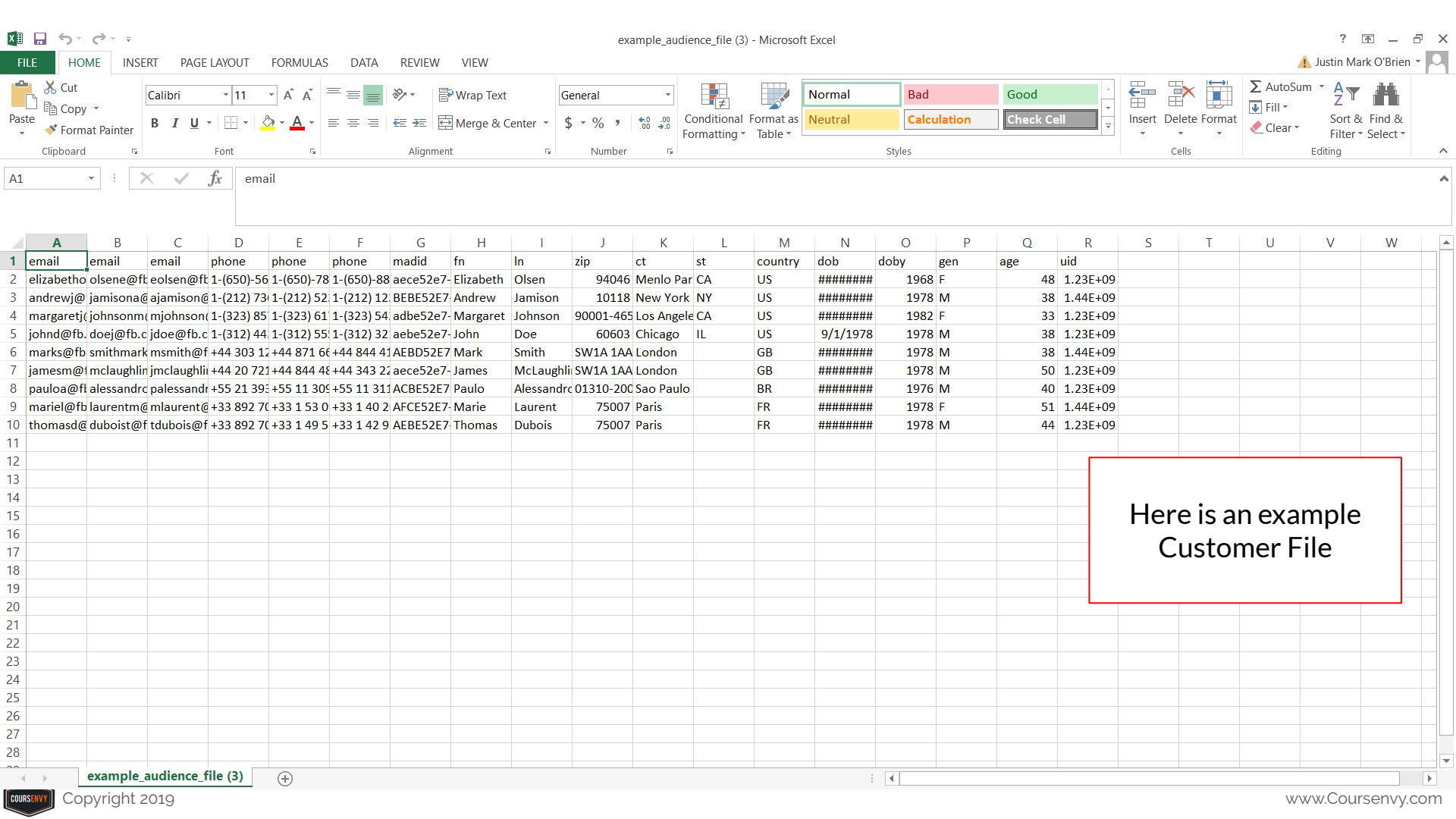
For my clients, I use the **sum of all purchases** by each past customer for the “value”metric.

Copyright 2019

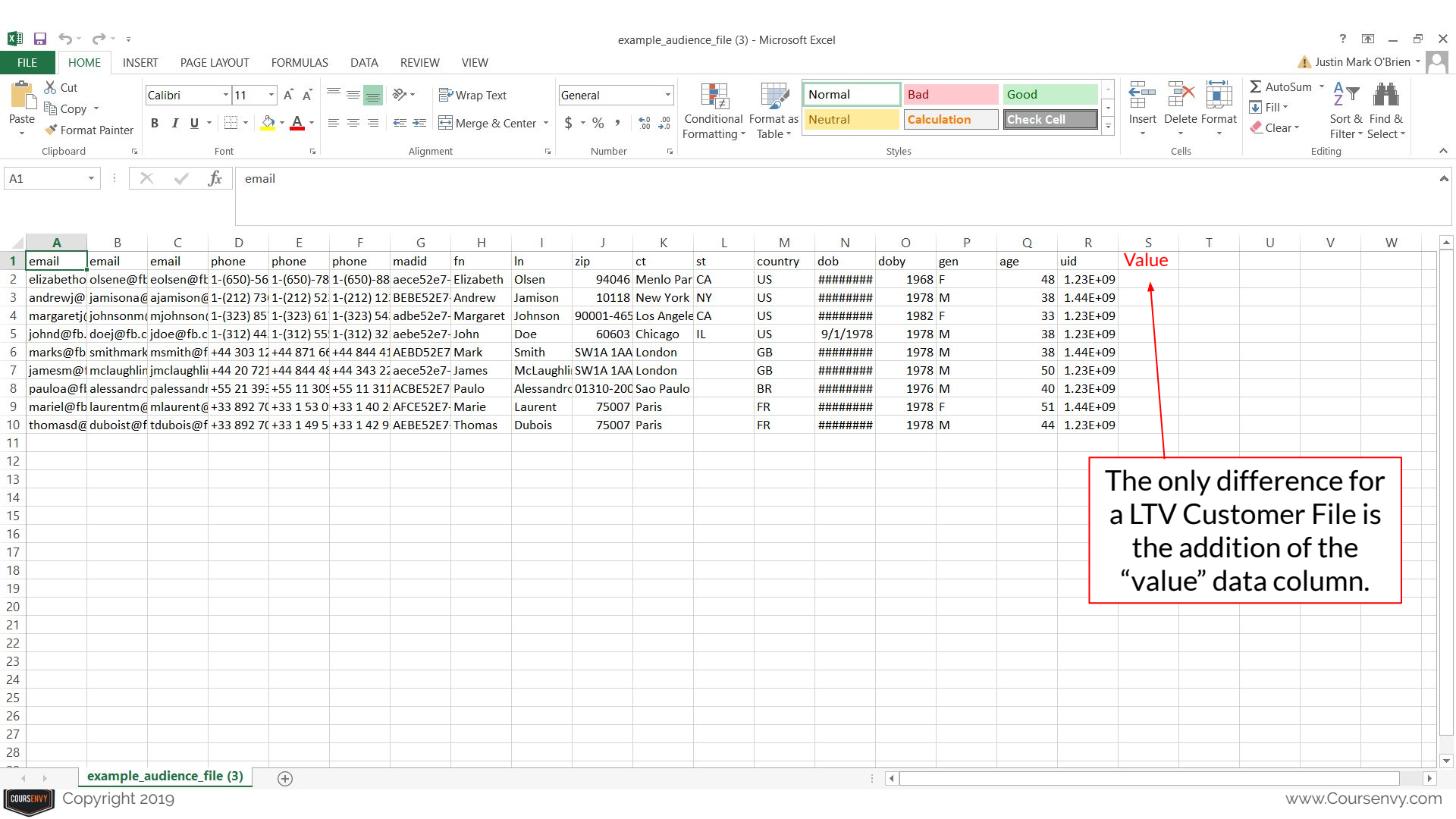
Download Customer File Template

How to Create a Custom Audience from a Customer File:
https://www.facebook.com/business/help/170456843145568

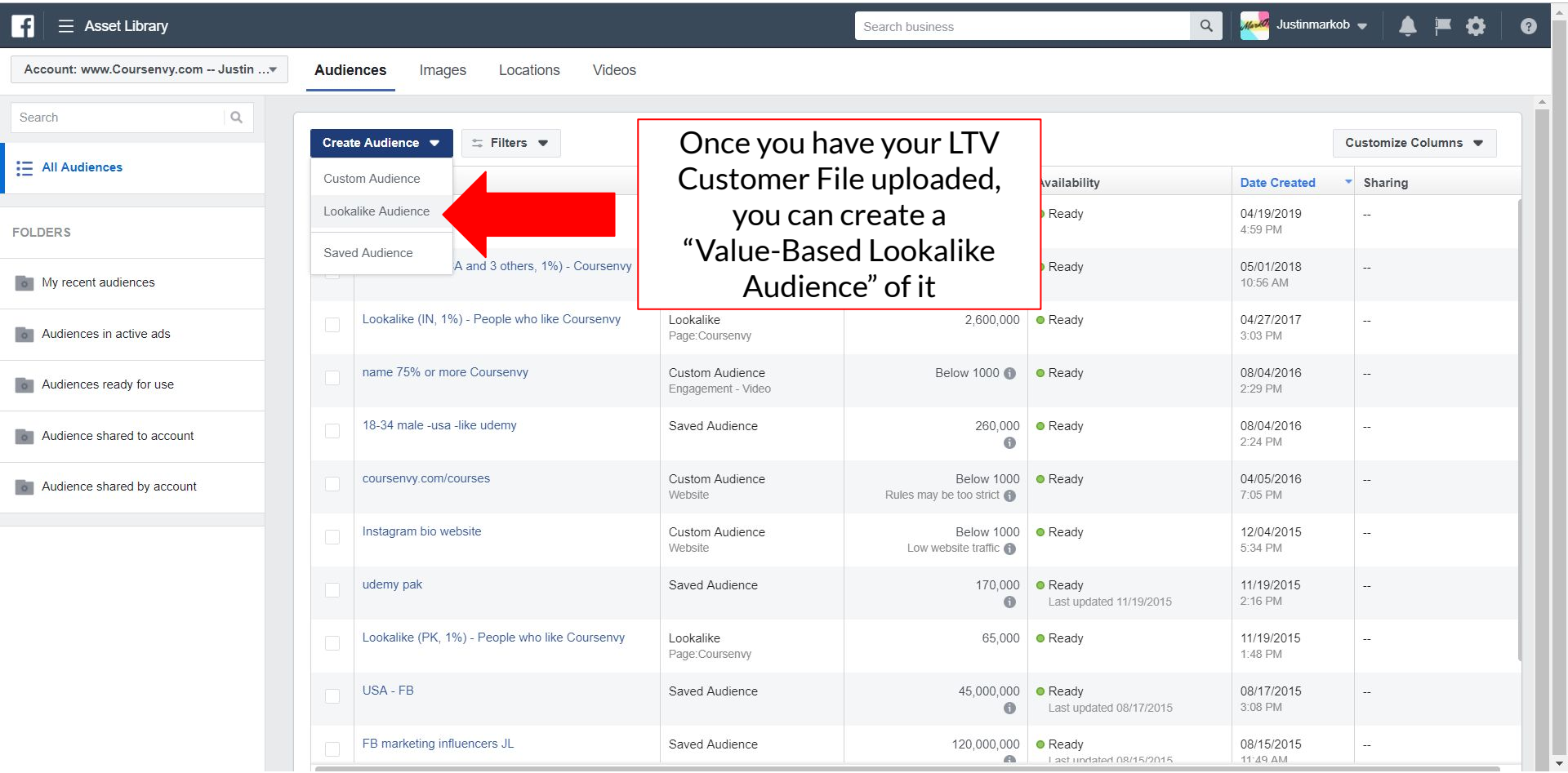

facebook business
Ads Help Center
How can we help?
Support
Home
Fundamentals
Ads
Pages
Billing
Optimization
Settings
Create an Ad
1 Add Customer File
To add a customer file:
1. Click the Original Data Source dropdown to specifiy where the information in the file initially came from.
2. Choose whether you'll upload your customer file as a file (.txt or .csv) or copy and paste it.
3. If you choose to upload, click Upload File and select your customer file. If you choose to copy and paste, do so in the "Paste your content here" field.
4. Give your audience a name and description if you want to.
5. Click Next.
Tip: You can download a data file template we've created that's set up to help our system map your data more easily. Click Download file template to check it out.
2 Edit Data Mapping



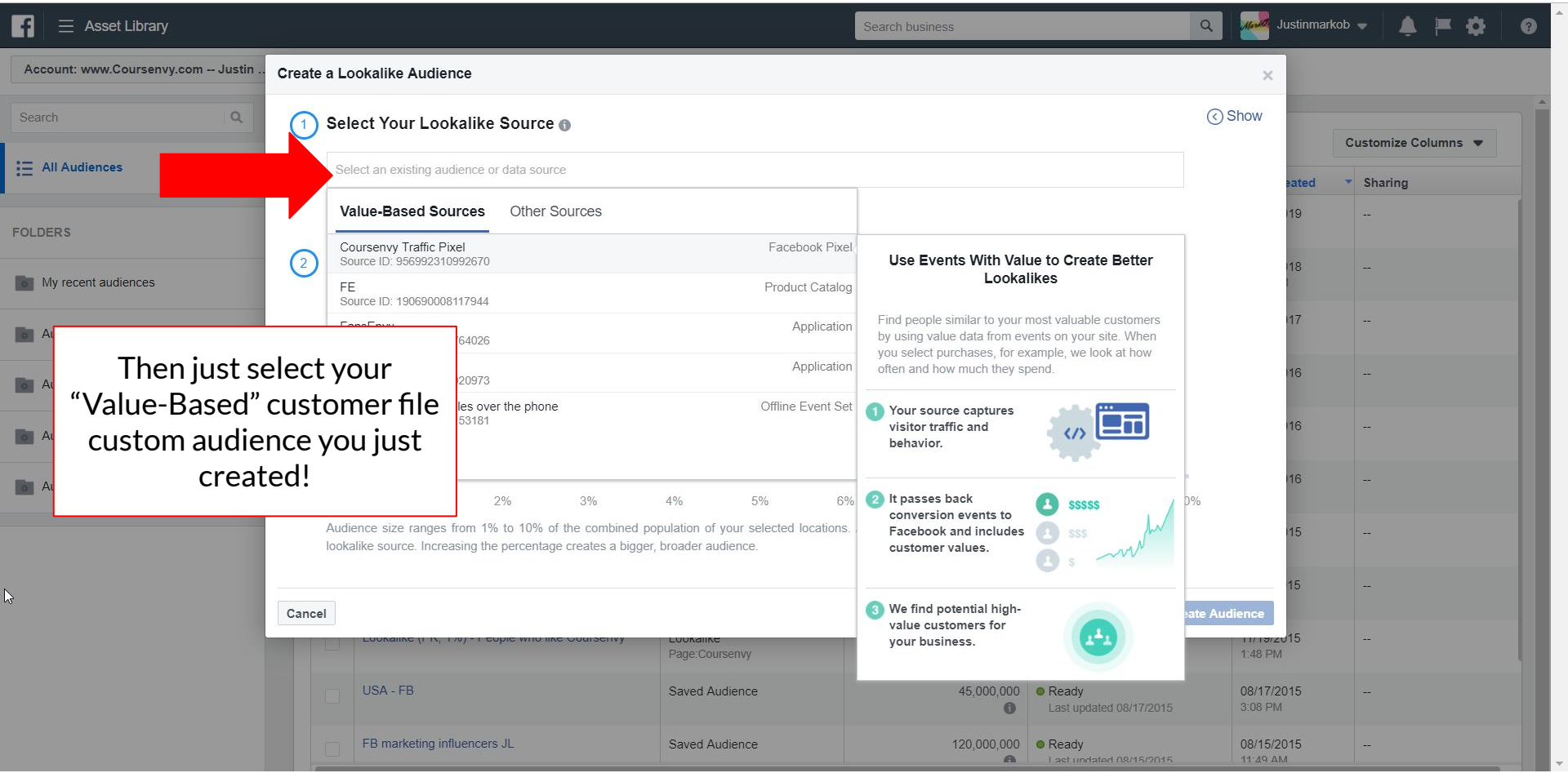
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	email	email	email	phone	phone	phone	madid	fn	ln	zip	ct	st	country	dob	doby	gen	age	uid
2	elizabetho	olsene@fb	eolsen@fb	1-(650)-56	1-(650)-78	1-(650)-88	aece52e7-	Elizabeth	Olsen	94046	Menlo Par	CA	US	########	1968	F	48	1.23E+09
3	andrewj@	jamisona@	ajamison@	1-(212) 73	1-(212) 52	1-(212) 12	BEBE52E7-	Andrew	Jamison	10118	New York	NY	US	########	1978	M	38	1.44E+09
4	margaretj(	johnsonm(	mjohnson(	1-(323) 85	1-(323) 61	1-(323) 54	adbe52e7-	Margaret	Johnson	90001-465	Los Angele	CA	US	########	1982	F	33	1.23E+09
5	johnd@fb.	doej@fb.c	jdoe@fb.c	1-(312) 44	1-(312) 55	1-(312) 32	aebe52e7-	John	Doe	60603	Chicago	IL	US	9/1/1978	1978	M	38	1.23E+09
6	marks@fb	smithmark	msmith@f	+44 303 12	+44 871 66	+44 844 41	AEBD52E7	Mark	Smith	SW1A 1AA	London		GB	########	1978	M	38	1.44E+09
7	jamesm@f	mclaughlin	jmclaughli	+44 20 721	+44 844 48	+44 343 22	aece52e7-	James	McLaughli	SW1A 1AA	London		GB	########	1978	M	50	1.23E+09
8	pauloa@fb	alessandrc	palessandr	+55 21 393	+55 11 309	+55 11 311	ACBE52E7	Paulo	Alessandrc	01310-200	Sao Paulo		BR	########	1976	M	40	1.23E+09
9	mariel@fb	laurentm@	mlaurent@	+33 892 70	+33 1 53 0	+33 1 40 2	AFCE52E7-	Marie	Laurent	75007	Paris		FR	########	1978	F	51	1.44E+09
10	thomasd@	duboist@f	tdubois@f	+33 892 70	+33 1 49 5	+33 1 42 9	AEBE52E7-	Thomas	Dubois	75007	Paris		FR	########	1978	M	44	1.23E+09



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	email	email	email	phone	phone	phone	madid	fn	ln	zip	ct	st	country	dob	doby	gen	age	uid	Value
2	elizabetho	olsene@fb	eolsen@fb	1-(650)-56	1-(650)-78	1-(650)-88	aece52e7-	Elizabeth	Olsen	94046	Menlo Par	CA	US	########	1968	F	48	1.23E+09	
3	andrewj@	jamisona@	ajamison@	1-(212) 73	1-(212) 52	1-(212) 12	BEBE52E7-	Andrew	Jamison	10118	New York	NY	US	########	1978	M	38	1.44E+09	
4	margaretj(	johnsonm(	mjohnson(	1-(323) 85	1-(323) 61	1-(323) 54	adbe52e7-	Margaret	Johnson	90001-465	Los Angele	CA	US	########	1982	F	33	1.23E+09	
5	johnd@fb.	doej@fb.c	jdoe@fb.c	1-(312) 44	1-(312) 55	1-(312) 32	aebe52e7-	John	Doe	60603	Chicago	IL	US	9/1/1978	1978	M	38	1.23E+09	
6	marks@fb	smithmark	msmith@f	+44 303 12	+44 871 66	+44 844 41	AEBD52E7	Mark	Smith	SW1A 1AA	London		GB	########	1978	M	38	1.44E+09	
7	jamesm@f	mclaughlin	jmclaughli	+44 20 721	+44 844 48	+44 343 22	aece52e7-	James	McLaughli	SW1A 1AA	London		GB	########	1978	M	50	1.23E+09	
8	pauloa@fb	alessandrc	palessandr	+55 21 393	+55 11 309	+55 11 311	ACBE52E7	Paulo	Alessandrc	01310-200	Sao Paulo		BR	########	1976	M	40	1.23E+09	
9	mariel@fb	laurentm@	mlaurent@	+33 892 70	+33 1 53 0	+33 1 40 2	AFCE52E7-	Marie	Laurent	75007	Paris		FR	########	1978	F	51	1.44E+09	
10	thomasd@	duboist@f	tdubois@f	+33 892 70	+33 1 49 5	+33 1 42 9	AEBE52E7-	Thomas	Dubois	75007	Paris		FR	########	1978	M	44	1.23E+09	
11																			
12																			
13																			
14																			
15																			
16																			
17																			
18																			
19																			
20																			
21																			
22																			
23																			
24																			
25																			
26																			
27																			
28																			

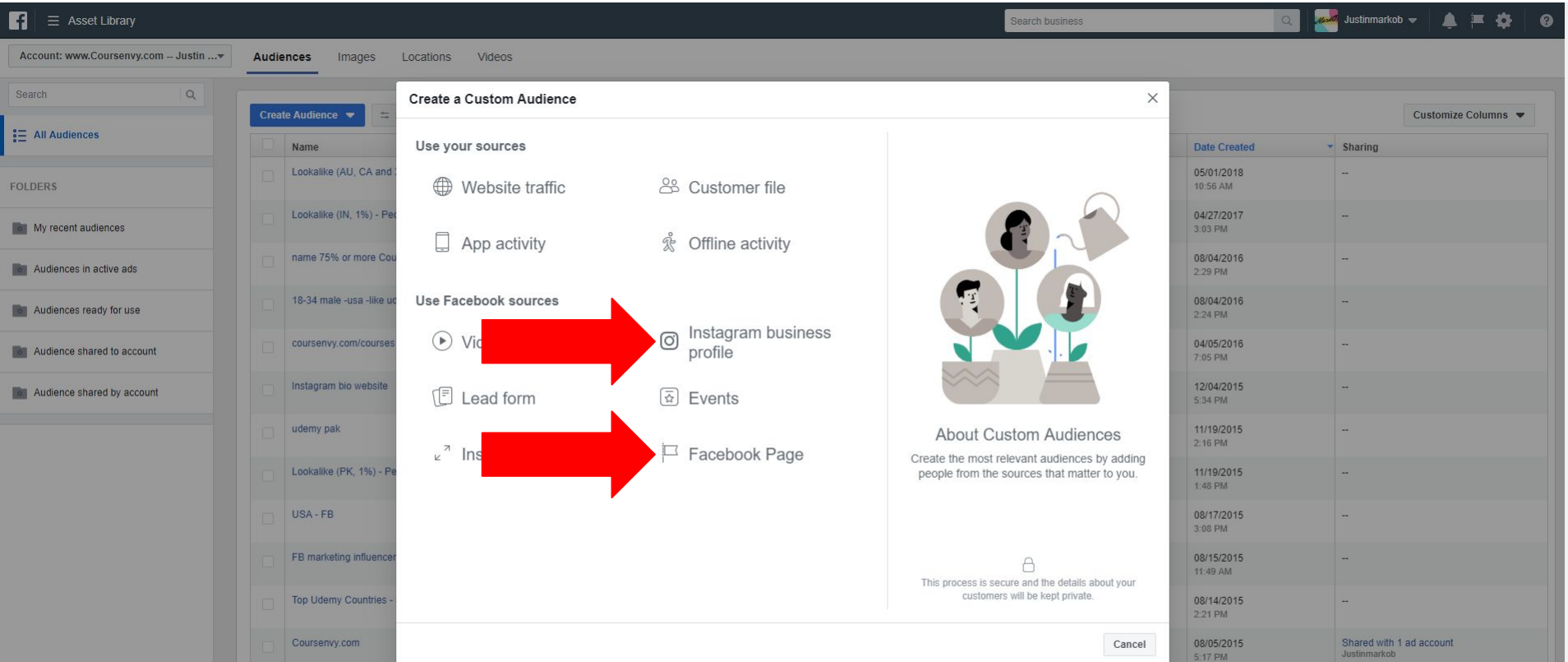


Copyright 2019



Copyright 2019

Targeting People Who Engaged With Your Facebook or Instagram Page



Targeting People Who Engaged With Your Facebook or Instagram Page

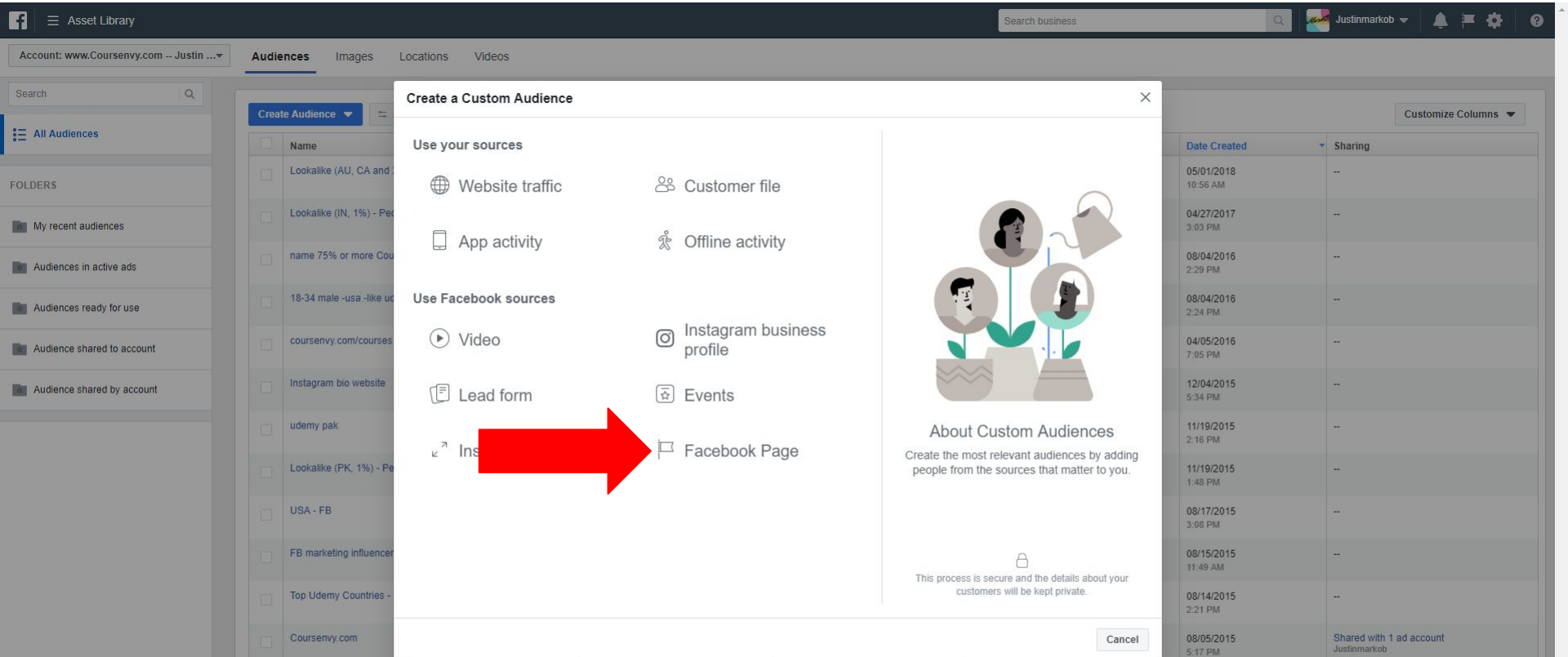
Retargeting your businesses Facebook Page and Instagram fans is crucial as organic reach (people naturally seeing your pages content in their feed) keeps dropping as Facebook wants to make more ad money not only for ads to grow your fan following, but also to re-engage them with future content.

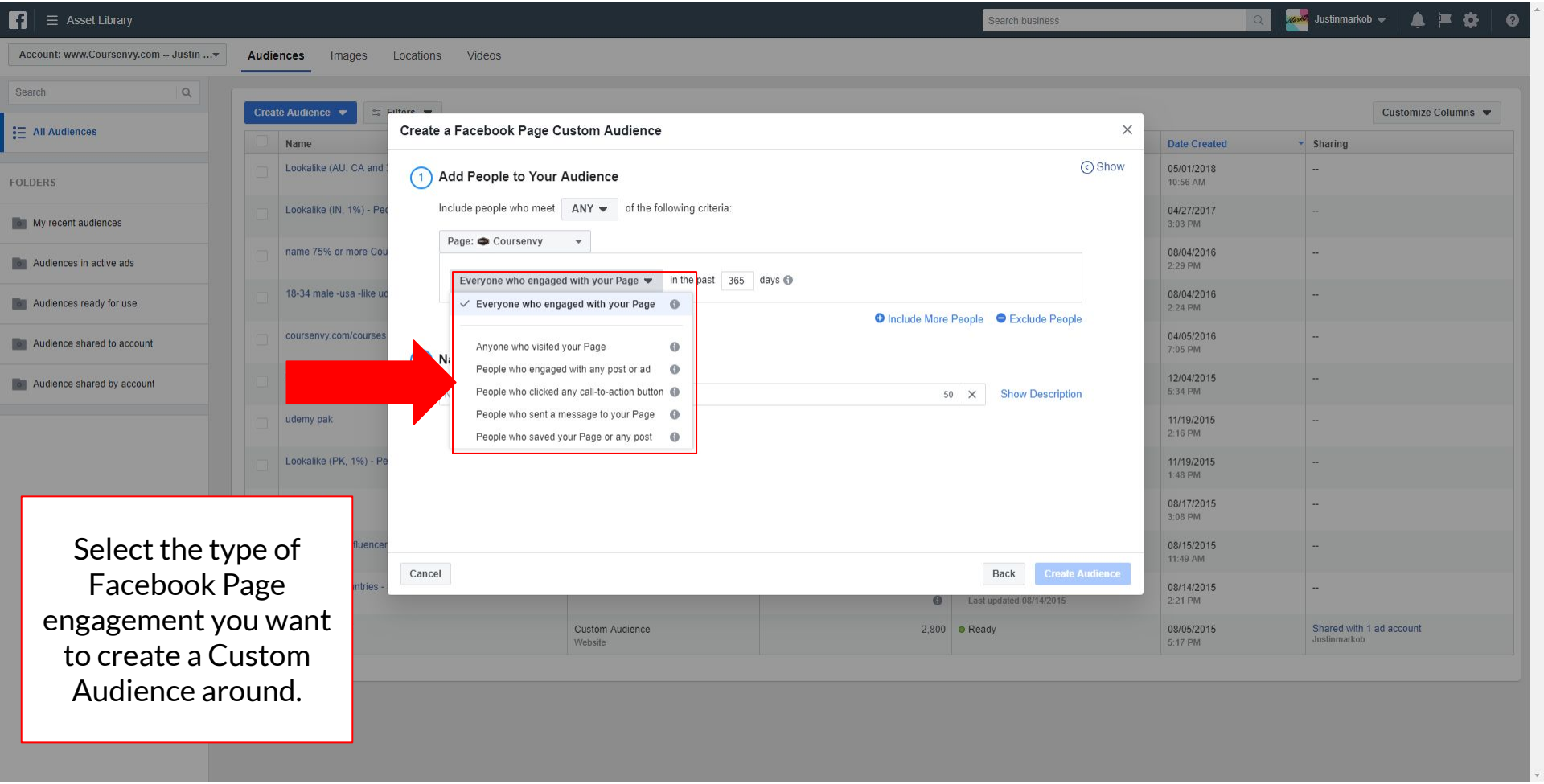
I see the best ROI from targeting these Custom Audiences with the following ad strategies:

- Maintain the engagement, promote posts to your current fans
- Move your engaged fans through your sales funnel (i.e. capture their email, convert to customer, upsell, etc.)
- Promote new services and products to create ongoing customers
- Drive engaged fans from Facebook to Instagram and vice versa to grow your following on both platforms

Copyright 2019

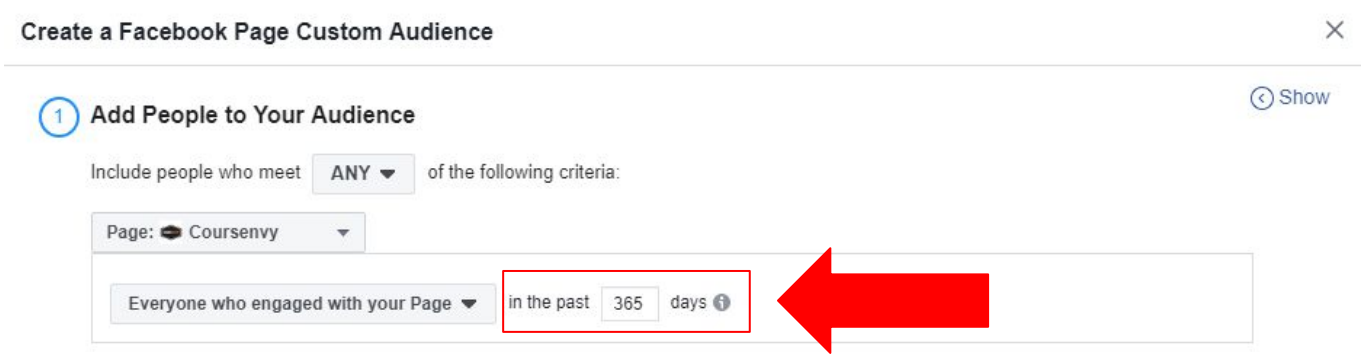
Targeting People Who Engaged With Your Facebook Page





Select the type of Facebook Page engagement you want to create a Custom Audience around.

Copyright 2019

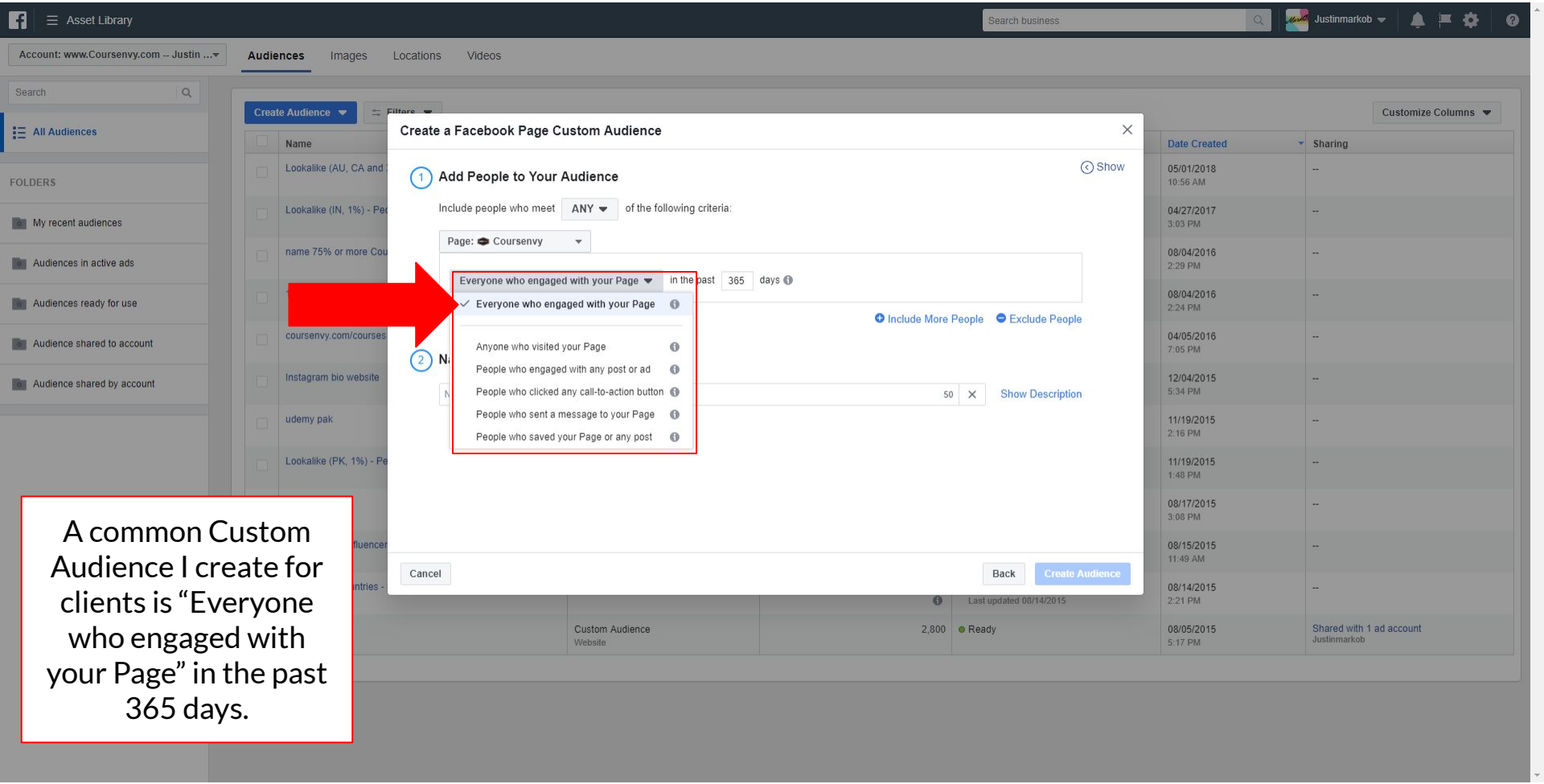


Set “in the past X days” in accordance to how warm you want your Custom Audience.

EXAMPLE: I will select the past 30 days when creating a Custom Audience for people who performed a specific action on my Facebook Page. Such as "People who engaged with any post or ad" or "People who clicked any call-to-action button". Our brand is very fresh in this person's mind, so I want to target them again asap to close the sale!

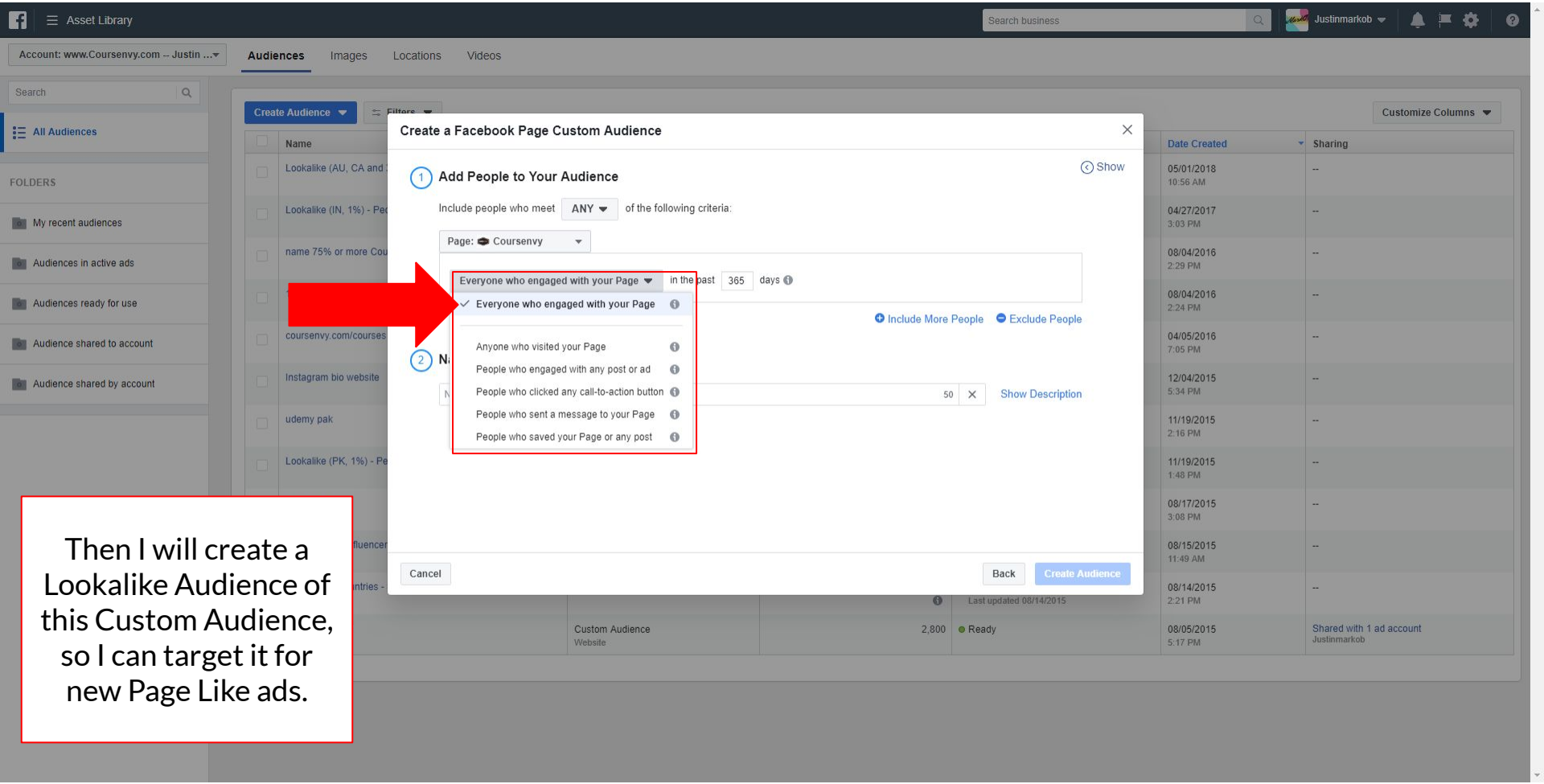
I will select 365 days if I am just trying to create the largest Custom Audience as possible (i.e. more time equals more people engaged) for general post engagement ads, page like ads, etc.

Copyright 2019



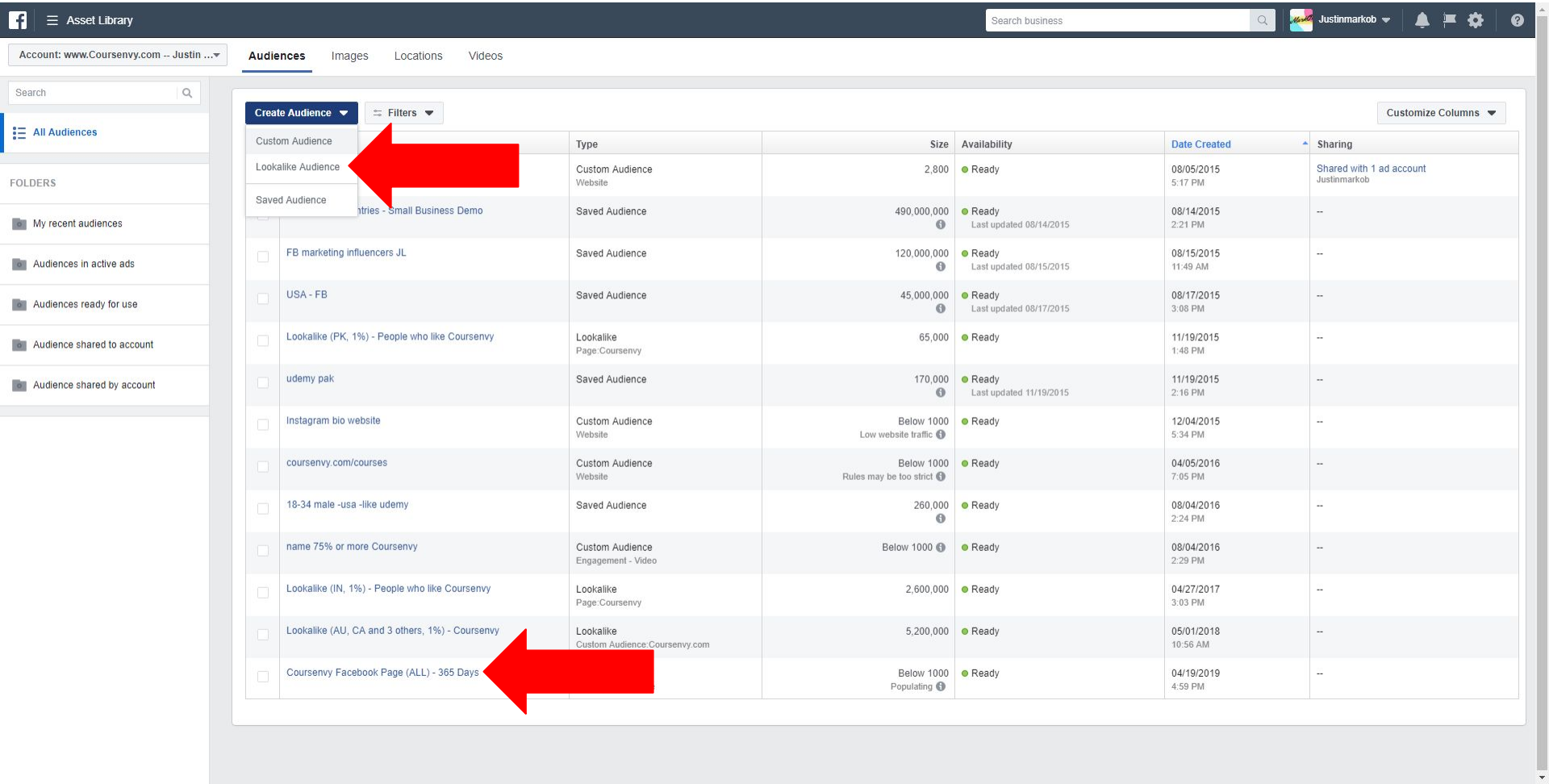
A common Custom Audience I create for clients is “Everyone who engaged with your Page” in the past 365 days.

Copyright 2019

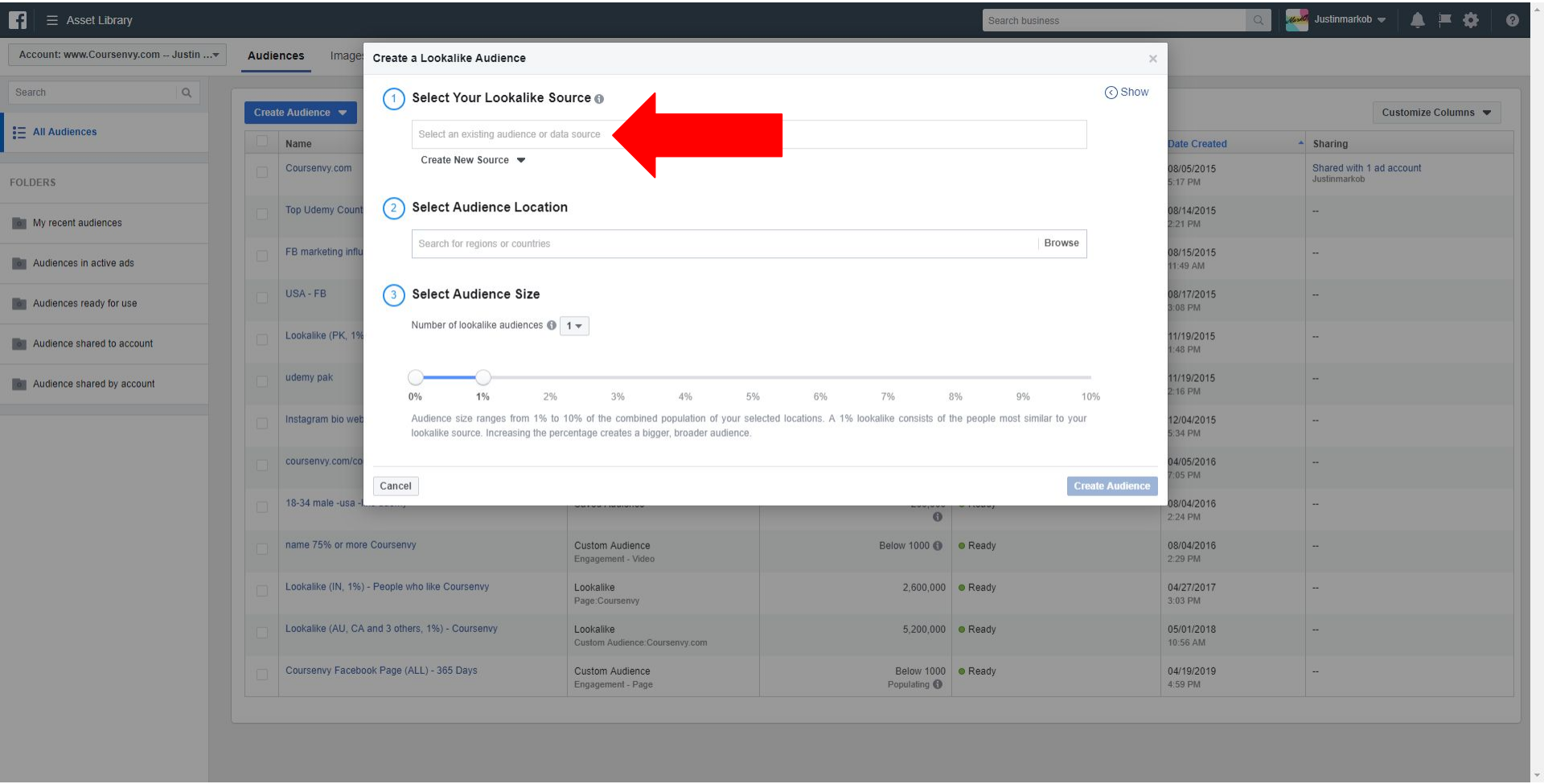


Then I will create a Lookalike Audience of this Custom Audience, so I can target it for new Page Like ads.

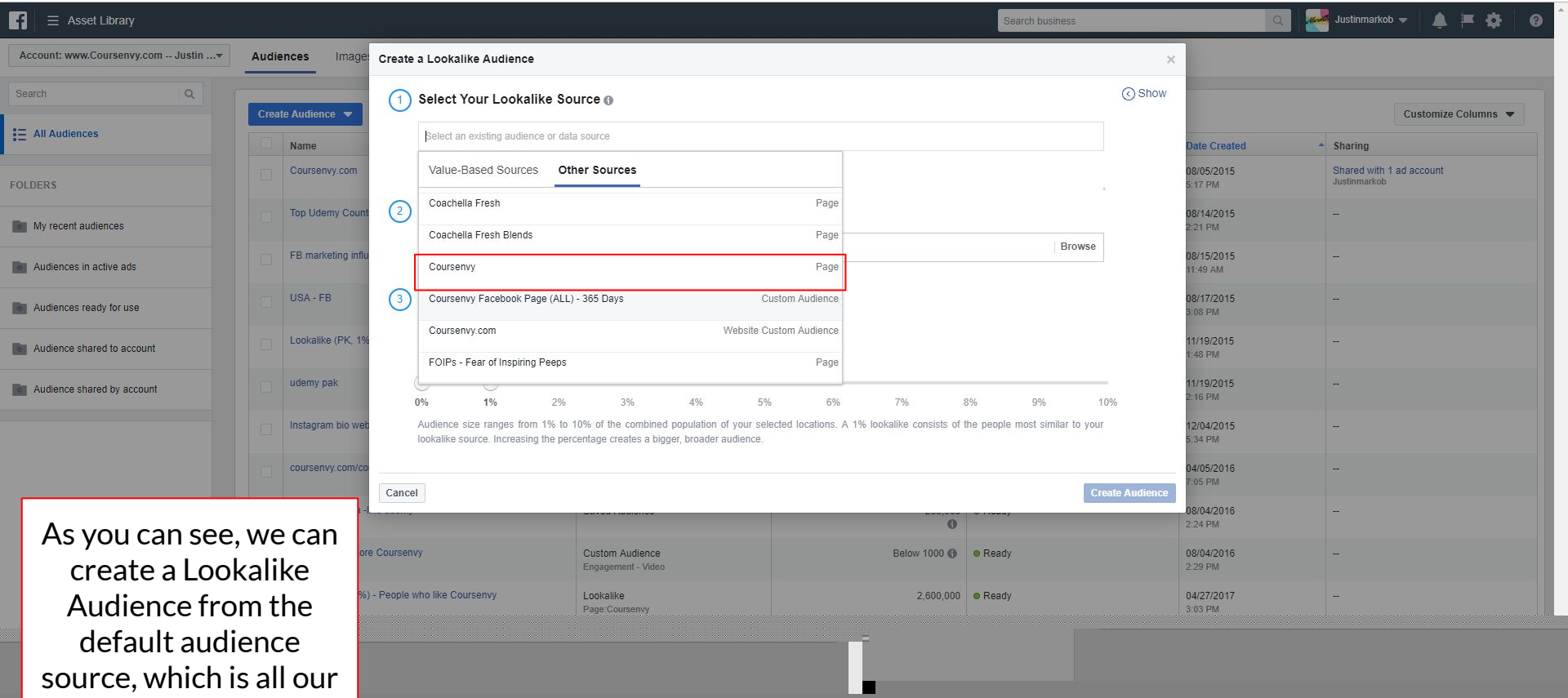
Copyright 2019



Copyright 2019

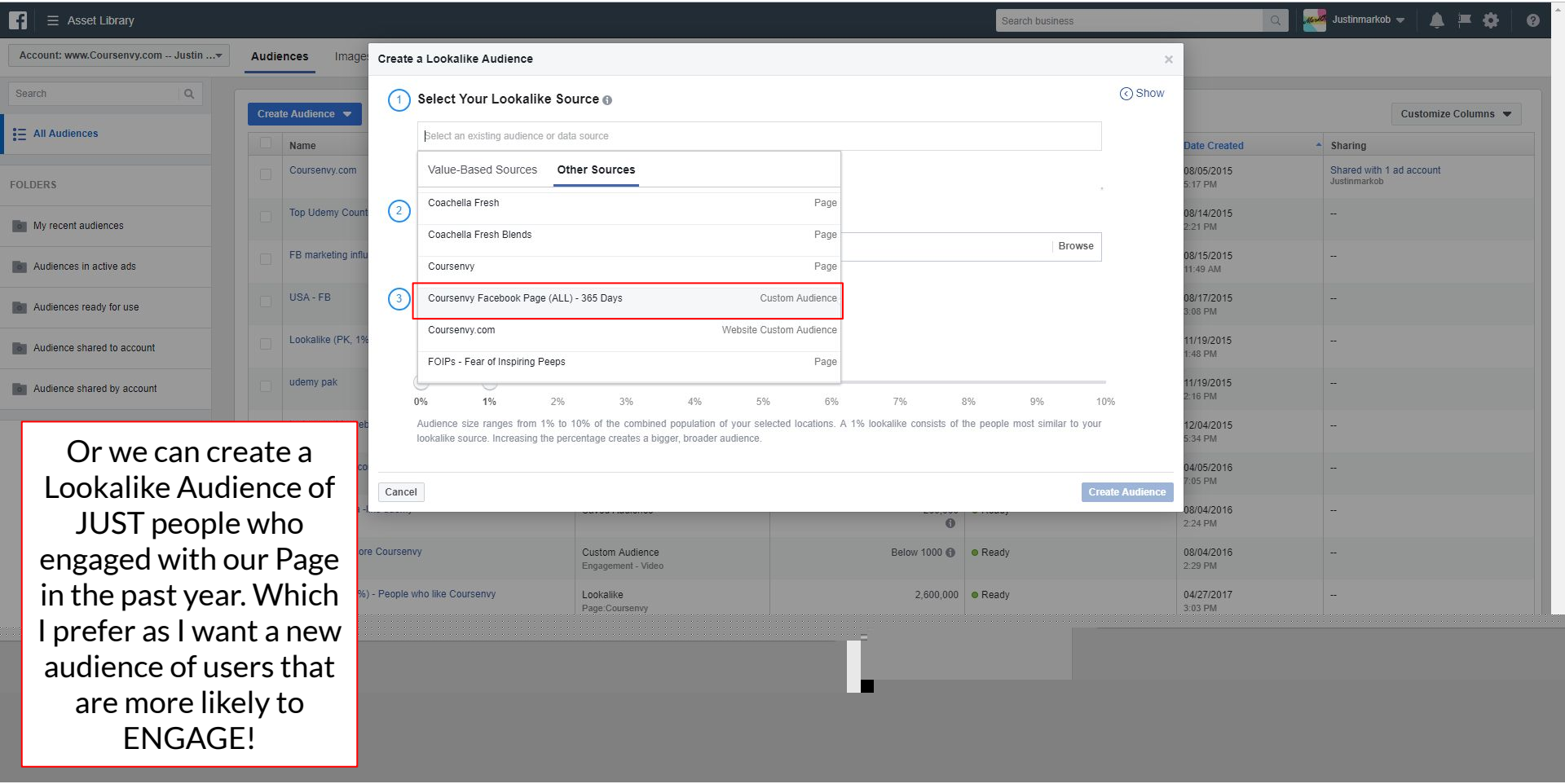


Copyright 2019



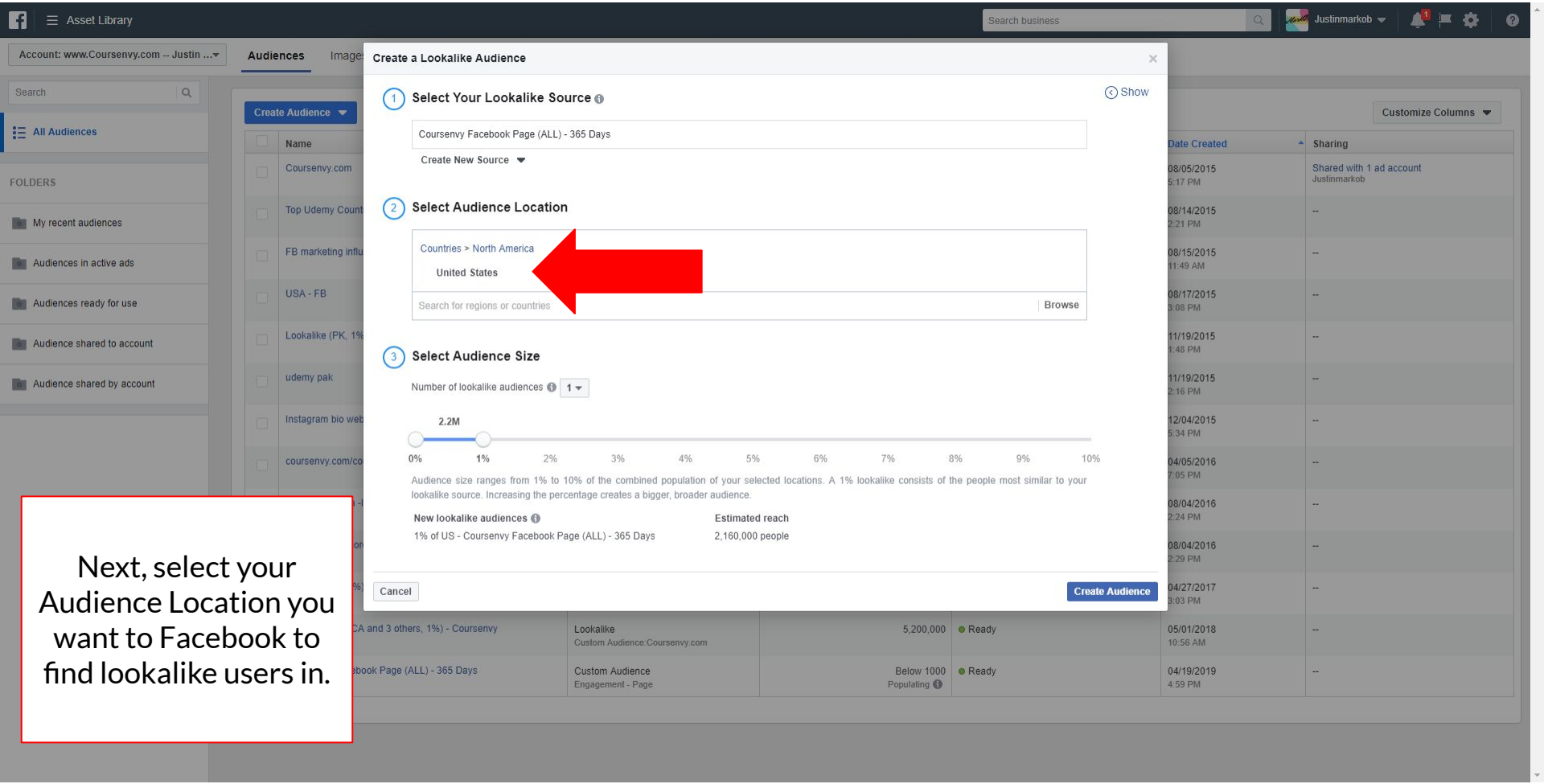
As you can see, we can create a Lookalike Audience from the default audience source, which is all our Facebook Page fans.

Copyright 2019



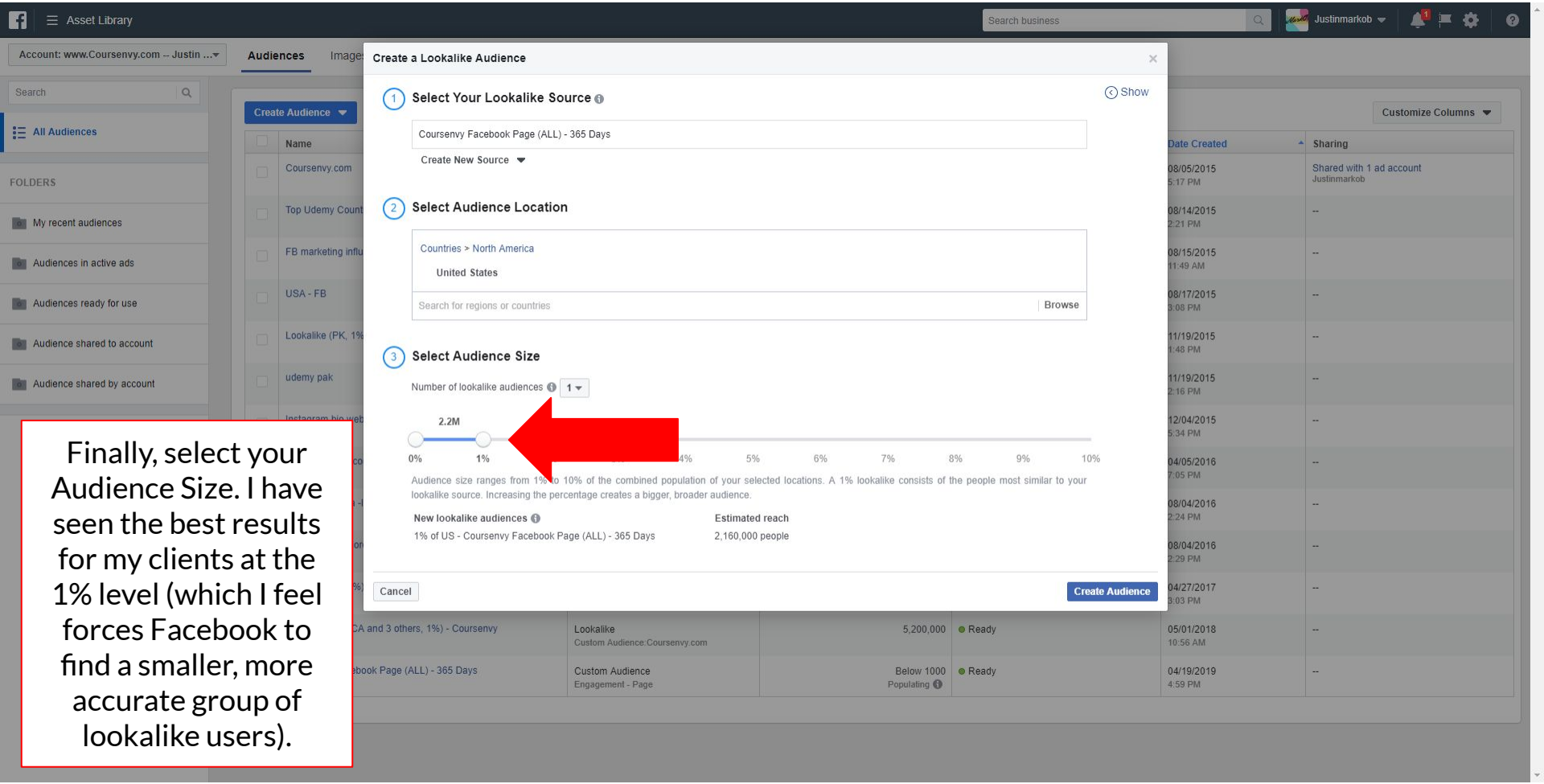
Or we can create a Lookalike Audience of JUST people who engaged with our Page in the past year. Which I prefer as I want a new audience of users that are more likely to ENGAGE!

Copyright 2019



Next, select your Audience Location you want to Facebook to find lookalike users in.

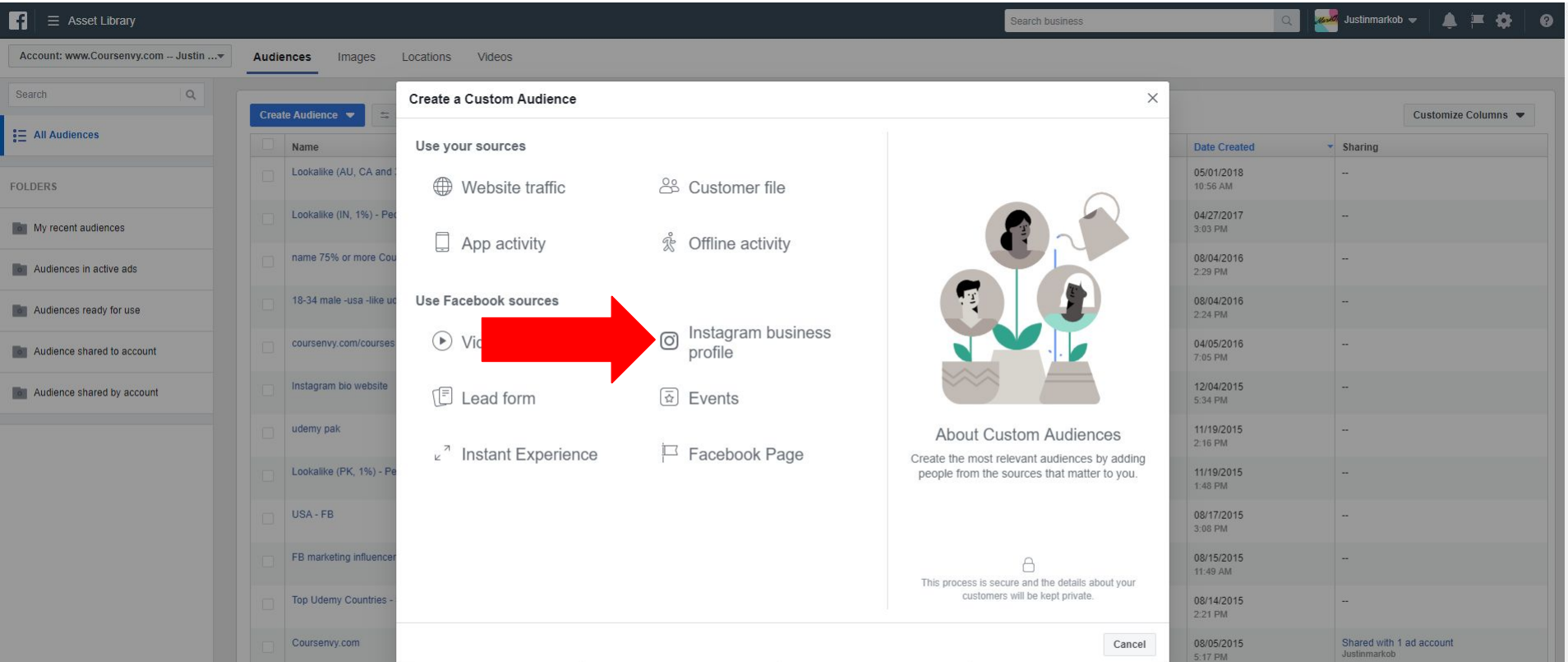
Copyright 2019

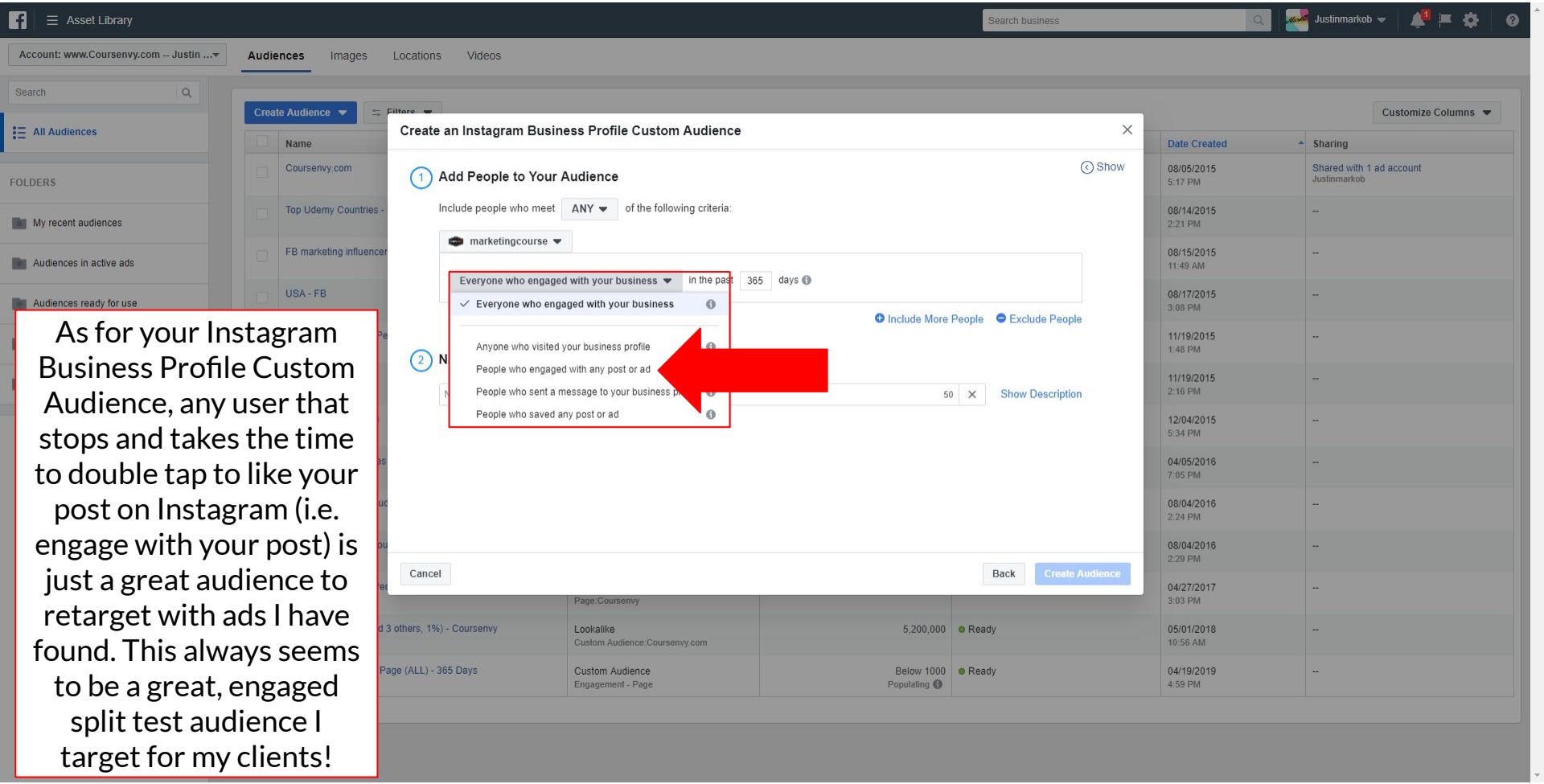


Finally, select your Audience Size. I have seen the best results for my clients at the 1% level (which I feel forces Facebook to find a smaller, more accurate group of lookalike users).

Copyright 2019

Targeting People Who Engaged With Your Instagram





As for your Instagram Business Profile Custom Audience, any user that stops and takes the time to double tap to like your post on Instagram (i.e. engage with your post) is just a great audience to retarget with ads I have found. This always seems to be a great, engaged split test audience I target for my clients!

Copyright 2019

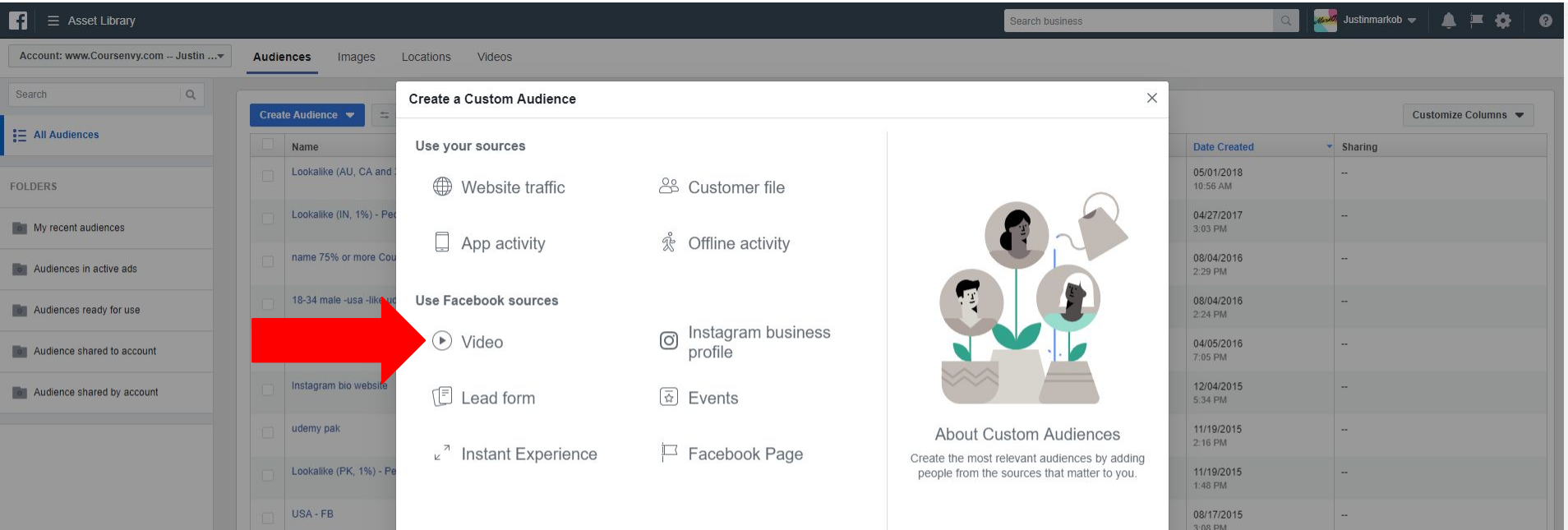
Why Instagram + Facebook Page Retargeting Works

- A great way to re-engage with your most engaged Fans.
- You can pick from different types of engagement and therefore HYPER focus your ad campaign targeting.
- Create different audiences based on the level of engagement so you can promote new products and services to the right audience.
- Reach those warm users who visited your Instagram profile and know your brand and are ready for another ad “touch point” (remember, an average of 7 touch points required before a customer makes a purchase).
- Turn your most engaged fans into your best brand ambassadors (highly engaged users can become your “exclusive product launch list” and let them know they are the first to see XYZ because they are your most engaged audience (people love recognition and being rewarded).

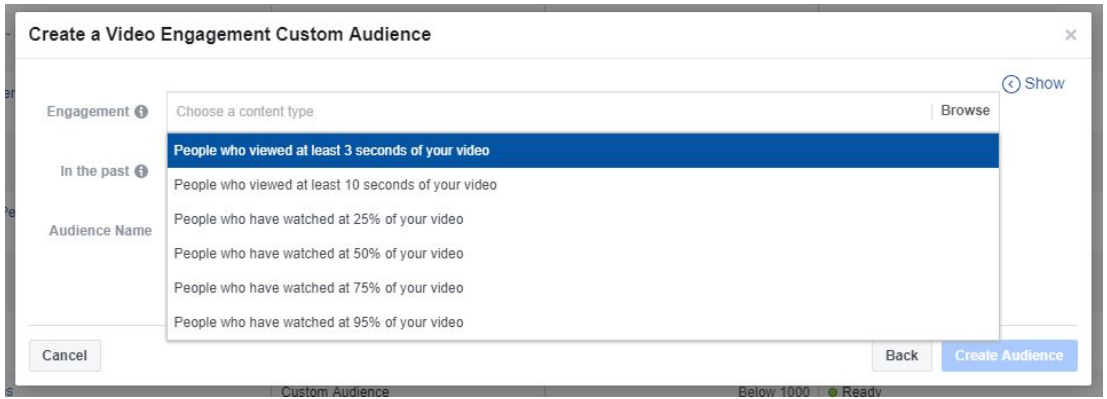
Copyright 2019

Custom Audience → Video

People who engaged with your videos is always a great audience to create too. I see the best results from HIGH percentage watch only though.



BEST PRACTICES: Video Engagement


Create a Video Engagement Custom Audience
Show
Engagement
Choose a content type
Browse
In the past
Audience Name
People who viewed at least 3 seconds of your video
People who viewed at least 10 seconds of your video
People who have watched at 25% of your video
People who have watched at 50% of your video
People who have watched at 75% of your video
People who have watched at 95% of your video
Cancel
Back
Create Audience
Custom Audience
Below 1000
Ready

The best results for custom audiences based on video engagement are from **People who have watched 75% of your video** and within the past **90 days**.

I also see great results from 1% **Lookalike Audiences** created of this Custom Audience.

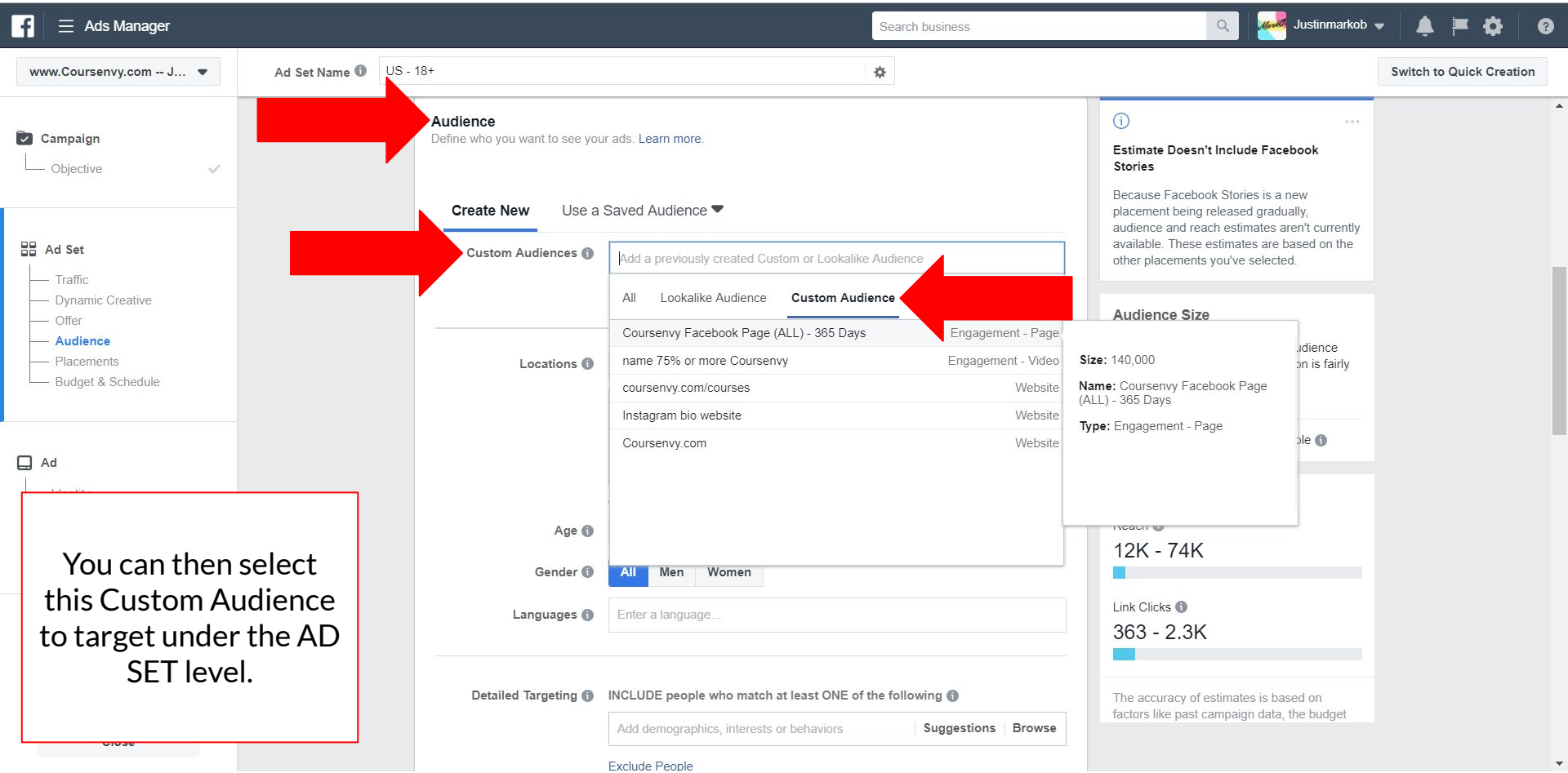
Copyright 2019

BEST PRACTICES: Video Engagement

Here is one of my favorite ads retargeting the Video Custom Audience:

- Have the initial video you use to create the “Video Custom Audience” be about your product or service for sale, with a call to action button directing them to the sales page (think “infomercial” esque).
- Create the “75% watch Video Custom Audience”, then target it with a new ad campaign. But in this ad, use a CASE STUDY or TESTIMONIAL video (convincing why your XYZ product/service is great) to help close the sale with this warm audience!

Copyright 2019

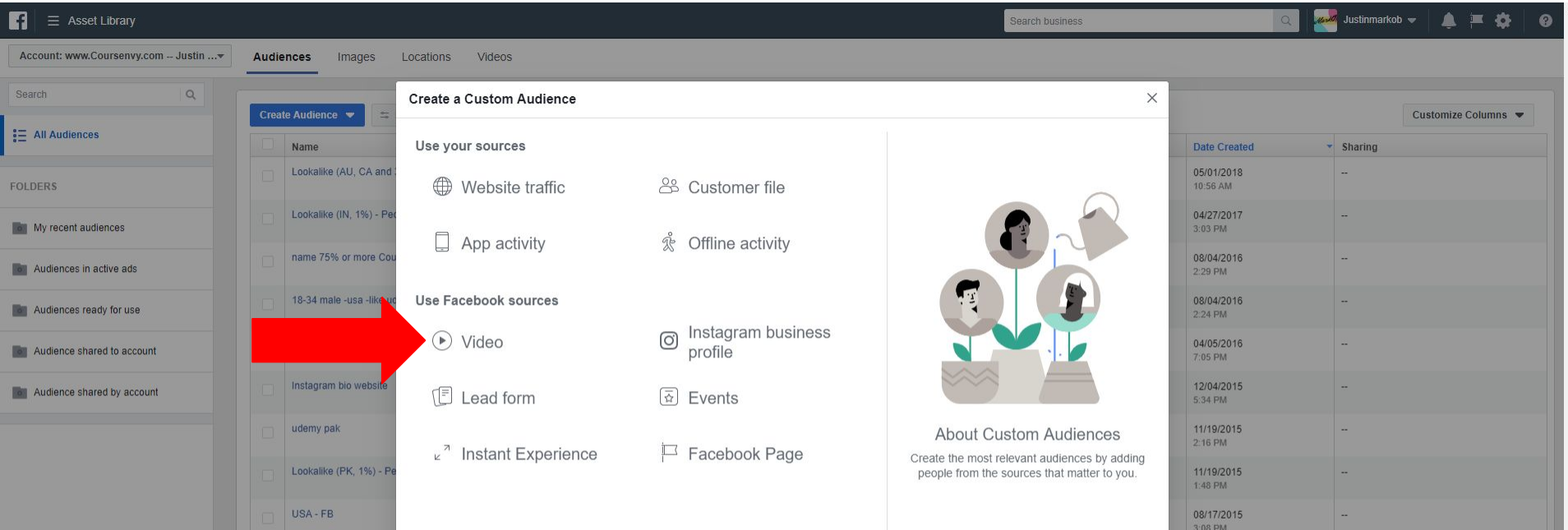


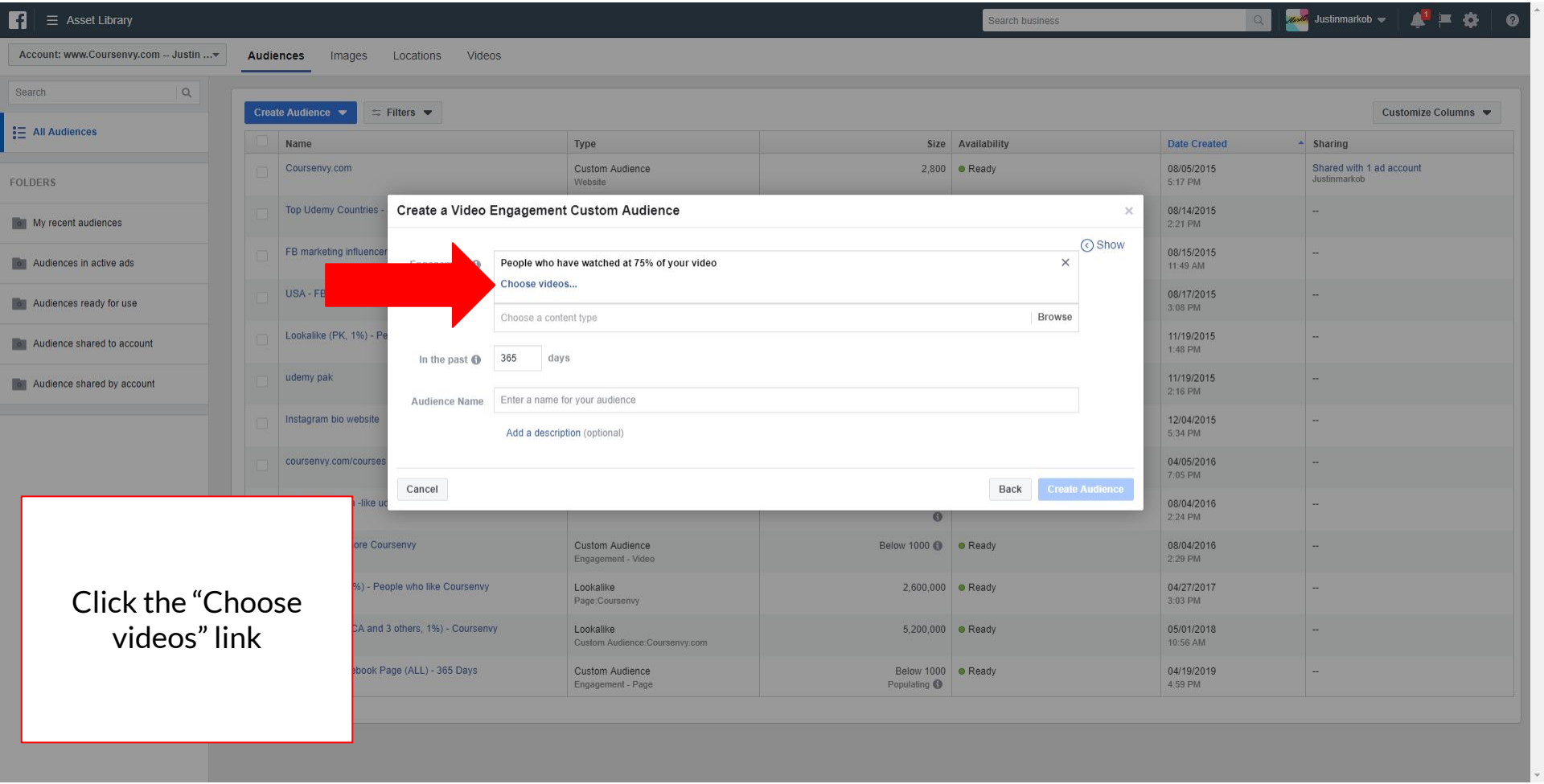
You can then select this Custom Audience to target under the AD SET level.

Copyright 2019

Custom Audience → Video

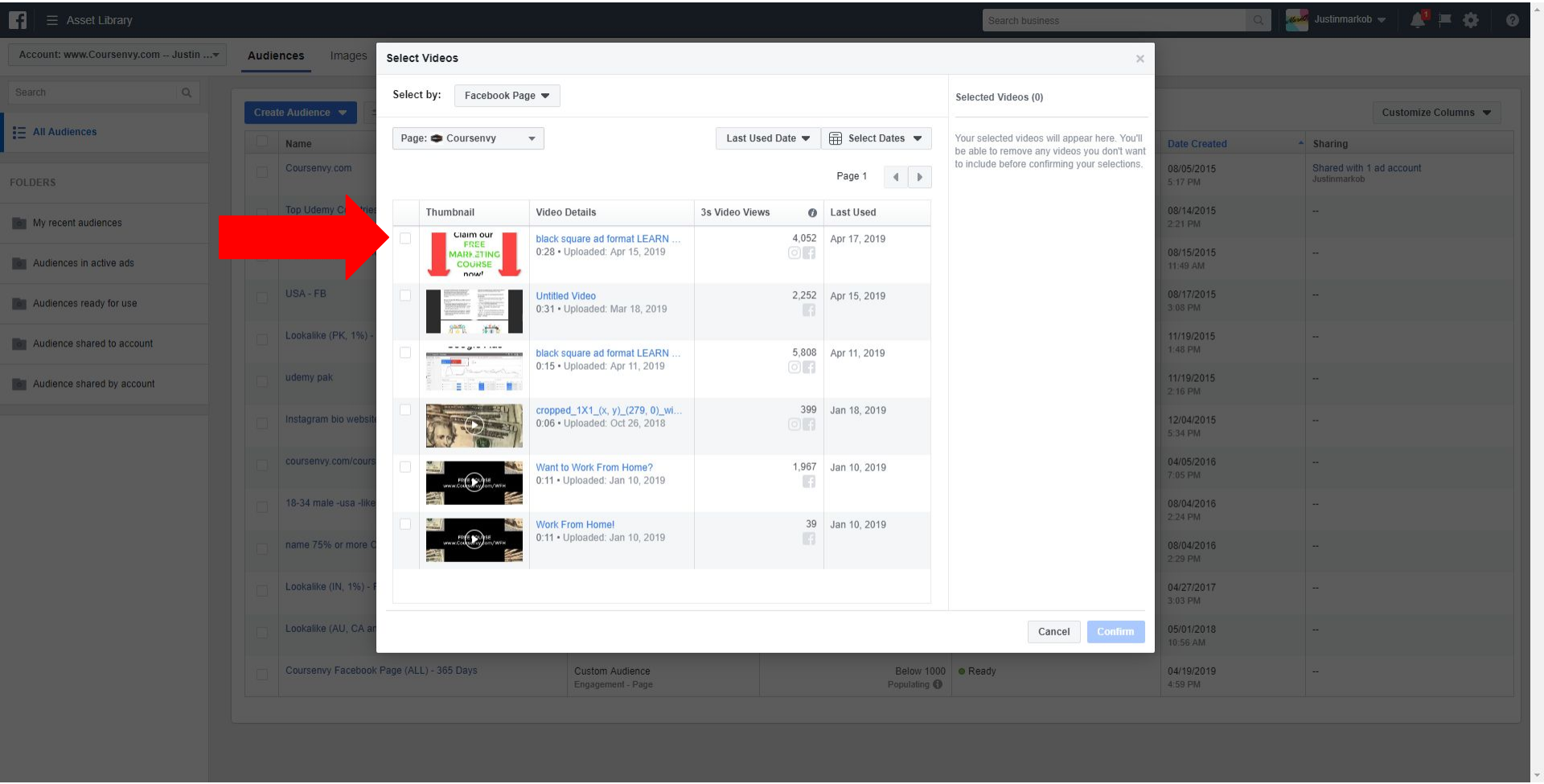
Select the **Video** option



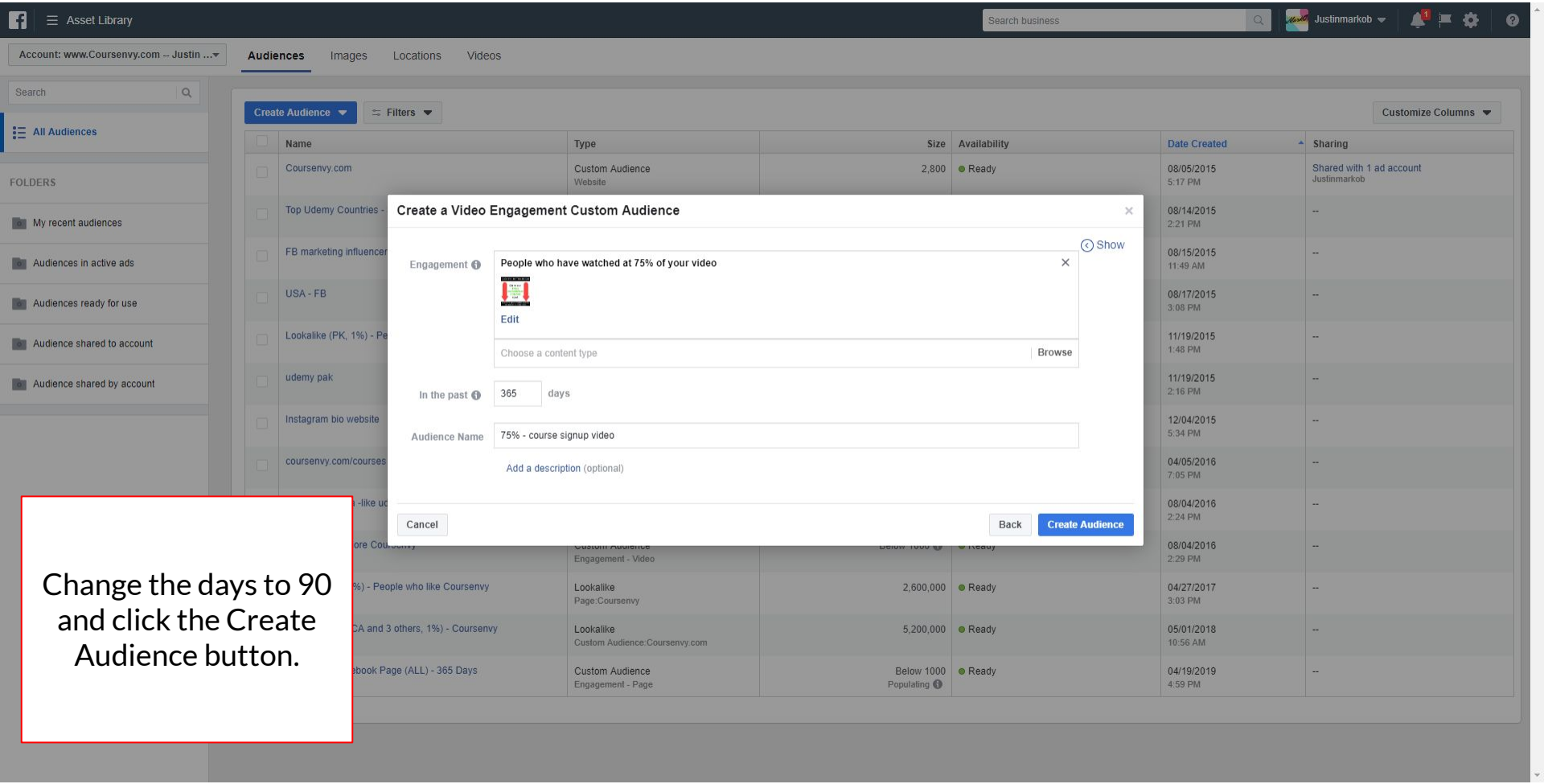


Click the “Choose videos” link

Copyright 2019



Copyright 2019

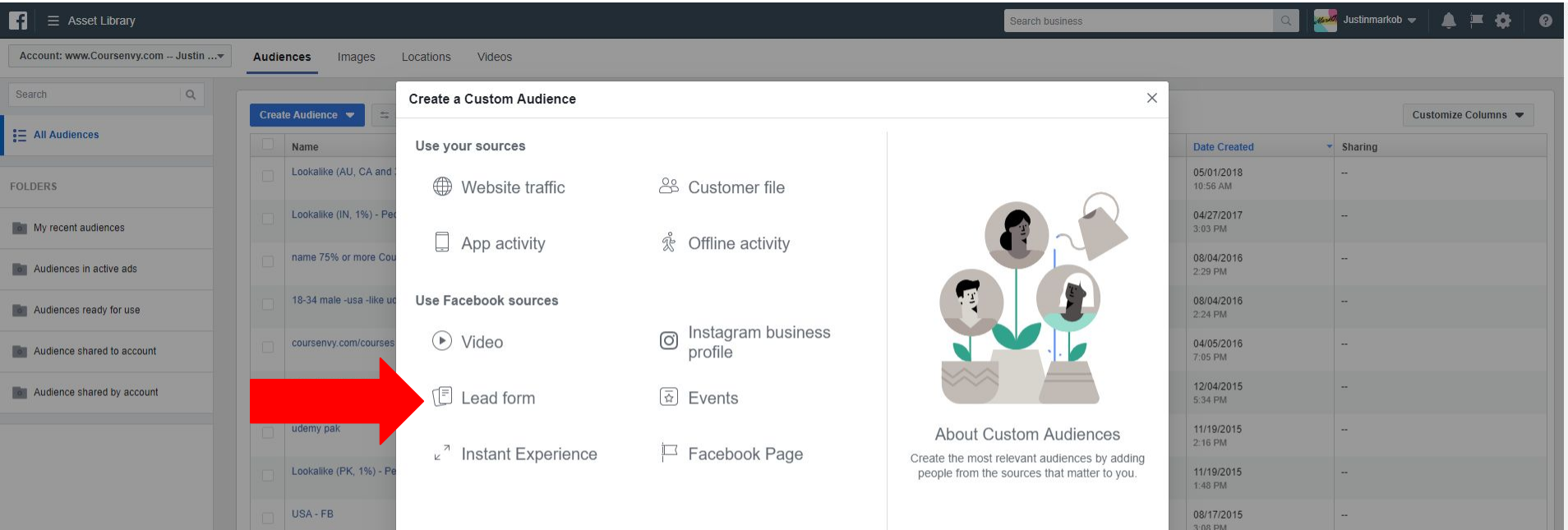


Change the days to 90 and click the Create Audience button.

Copyright 2019

Custom Audience → Lead Form

People who engaged with your videos is always a great audience to create too. I see the best results from HIGH percentage watch only though.

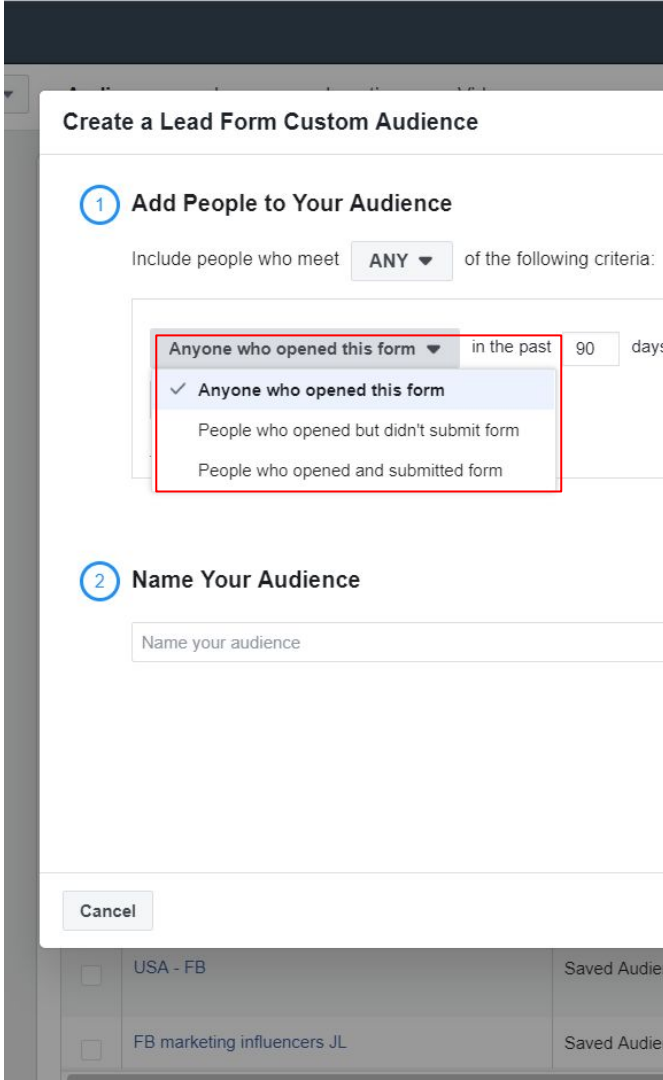


Custom Audience → Lead Form

This is a Custom Audience of people who engaged with your Facebook Lead Generation campaign forms, including users that:

- Opened the form
- Opened but didn't submit the form
- Opened and submitted the form

My two favorite Custom Audiences to create here is first, the "opened but didn't submit" as I will create ads retageting this audience asking them "why didn't you claim XYZ, offer expires today, sign up now!" Second I will create a Custom Audience of "opened and submitted" for targeting with my product or service for sale (as this is a very WARM lead to target in ads!)

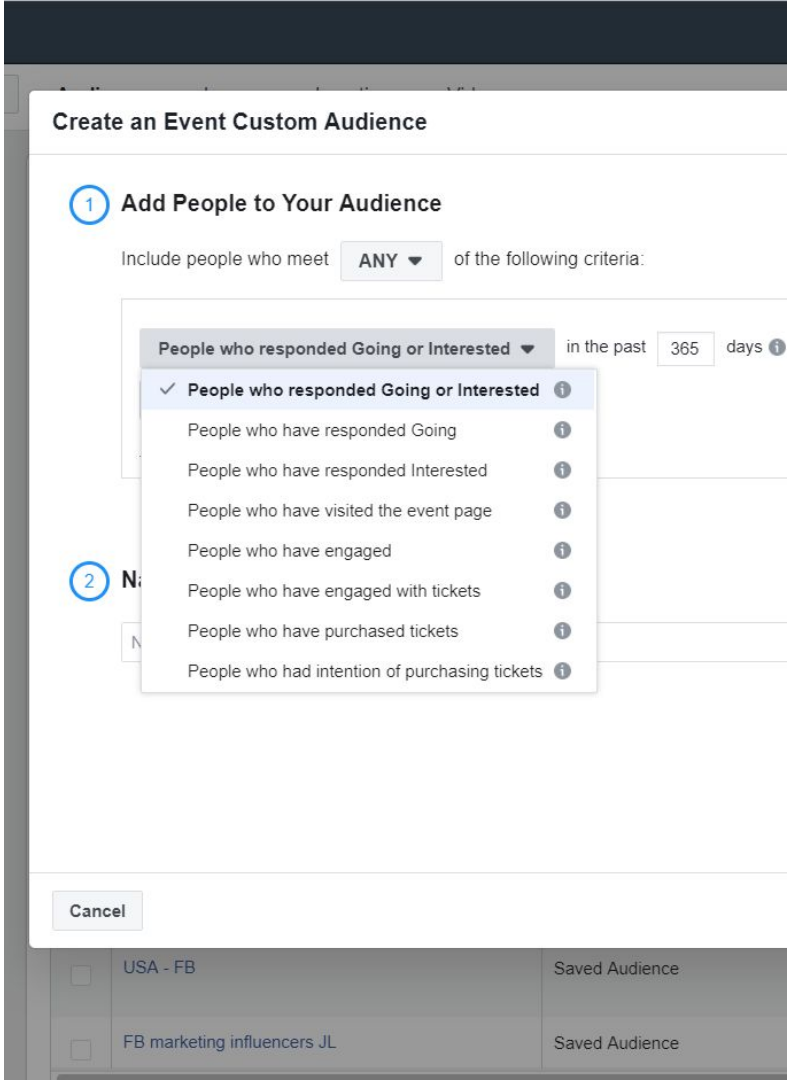

Create a Lead Form Custom Audience
1 Add People to Your Audience
Include people who meet ANY of the following criteria:
Anyone who opened this form
in the past
90
days
Anyone who opened this form
People who opened but didn't submit form
People who opened and submitted form
2 Name Your Audience
Name your audience
Cancel
USA - FB
Saved Audie
FB marketing influencers JL
Saved Audie

Copyright 2019

Custom Audience → Events

Some clients we have at Coursenvy make their entire income from ticket sales, so for this we use Event Custom Audiences. I see my best ROI on ad spend from targeting “People who had intention of purchasing tickets”. *This includes only the people who entered the ticket purchase flow but abandoned and did not finish the ticket purchase.*

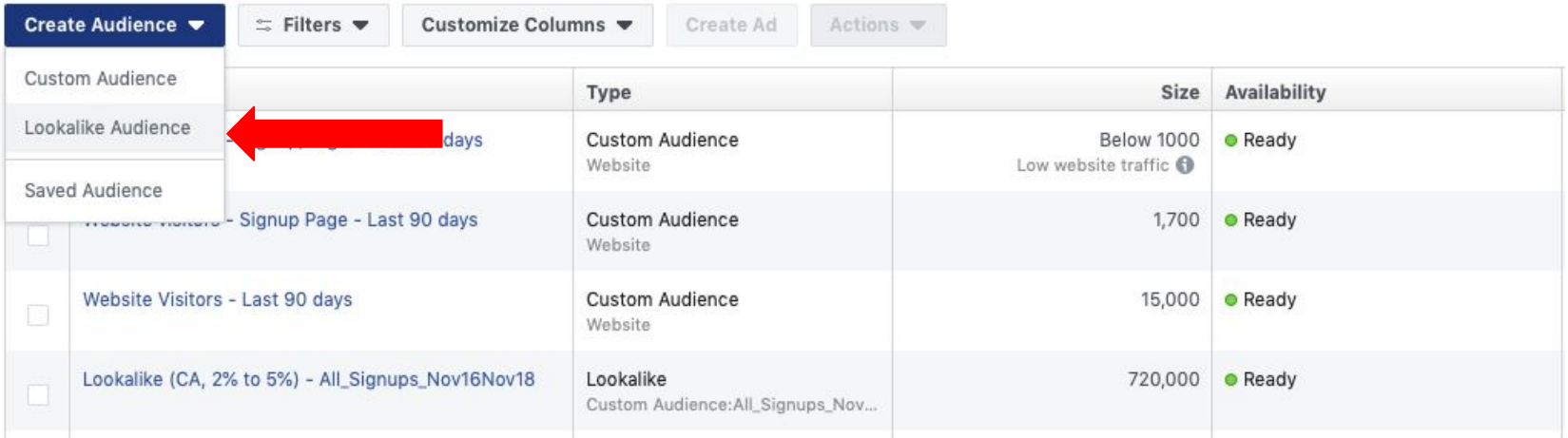
Click here to learn how to create an Event for your Facebook Page: https://www.facebook.com/help/116346471784004


Create an Event Custom Audience
1 Add People to Your Audience
Include people who meet ANY of the following criteria:
People who responded Going or Interested
in the past 365 days
People who responded Going or Interested
People who have responded Going
People who have responded Interested
People who have visited the event page
People who have engaged
People who have engaged with tickets
People who have purchased tickets
People who had intention of purchasing tickets
2
Cancel
USA - FB
Saved Audience
FB marketing influencers JL
Saved Audience

Copyright 2019

Creating a Lookalike Audience on Facebook

Lookalike Audiences on Facebook help you find new people who are similar to your existing audiences.



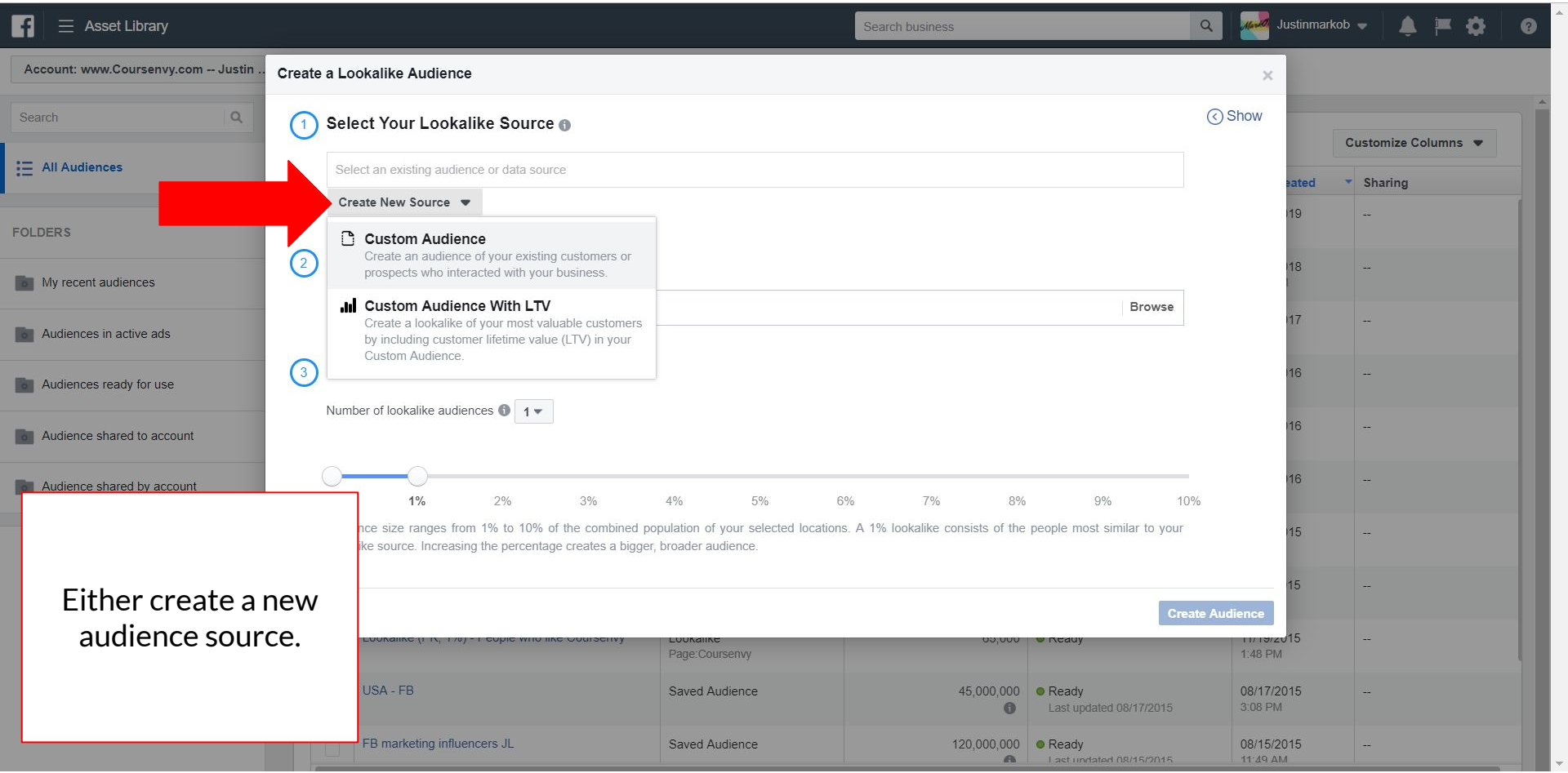
Copyright 2019

Creating a Lookalike Audience on Facebook

Creating a Lookalike Audience

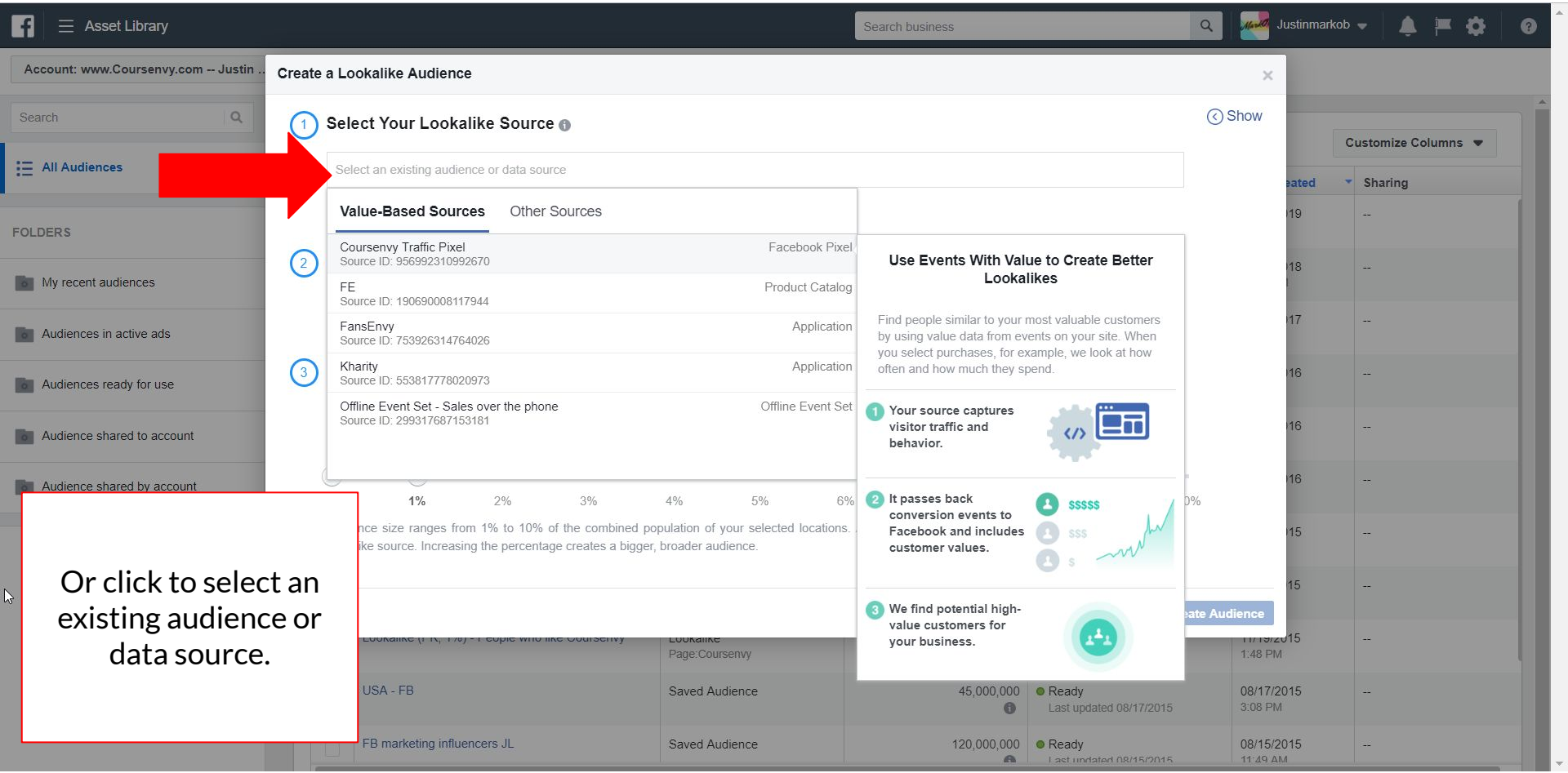
- Pick the source (your existing target audience)
- Pick the countries that you want to target
- Pick your audience size (how broad or narrow you want it to be)

Copyright 2019



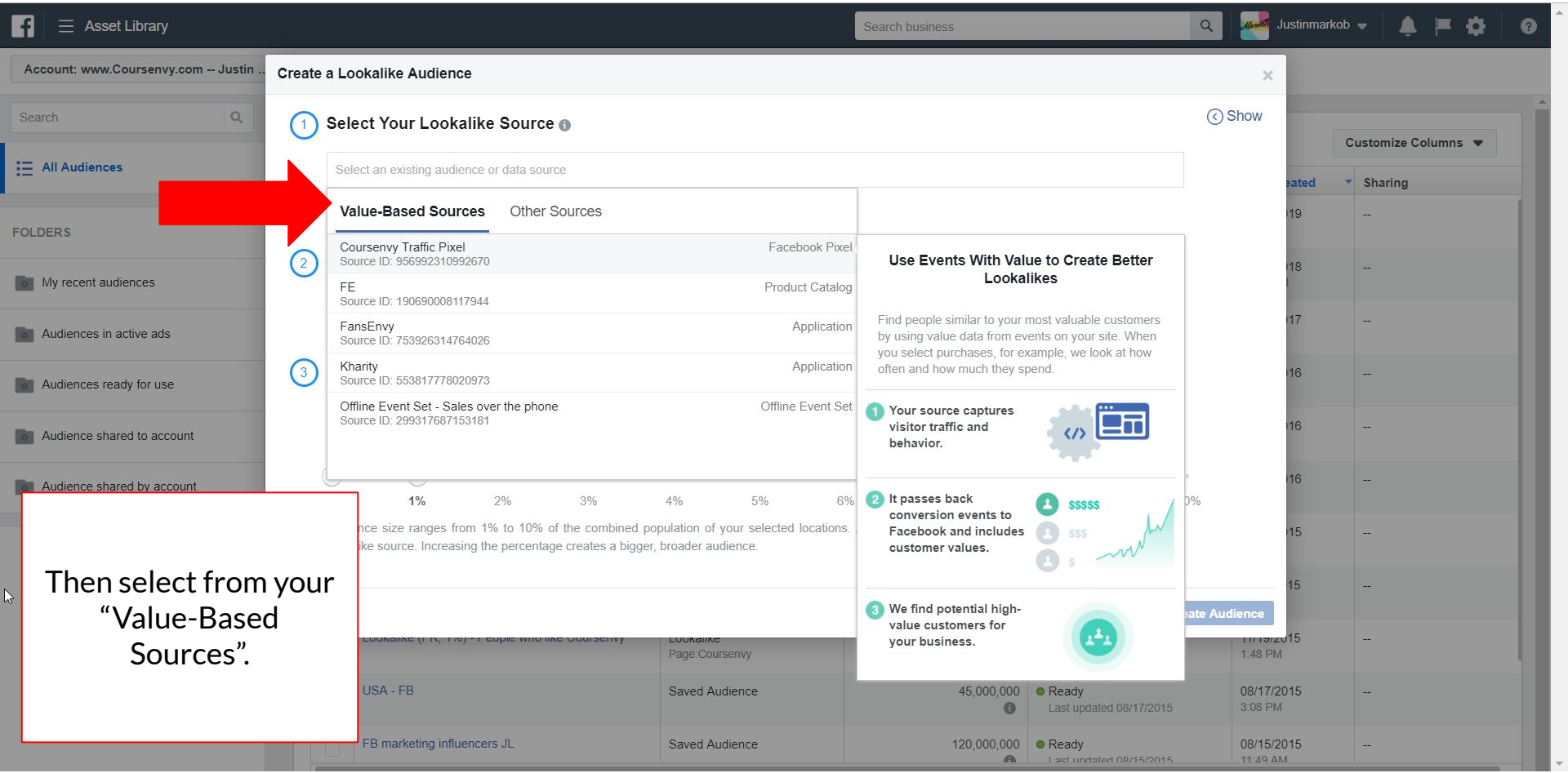
Either create a new audience source.

Copyright 2019



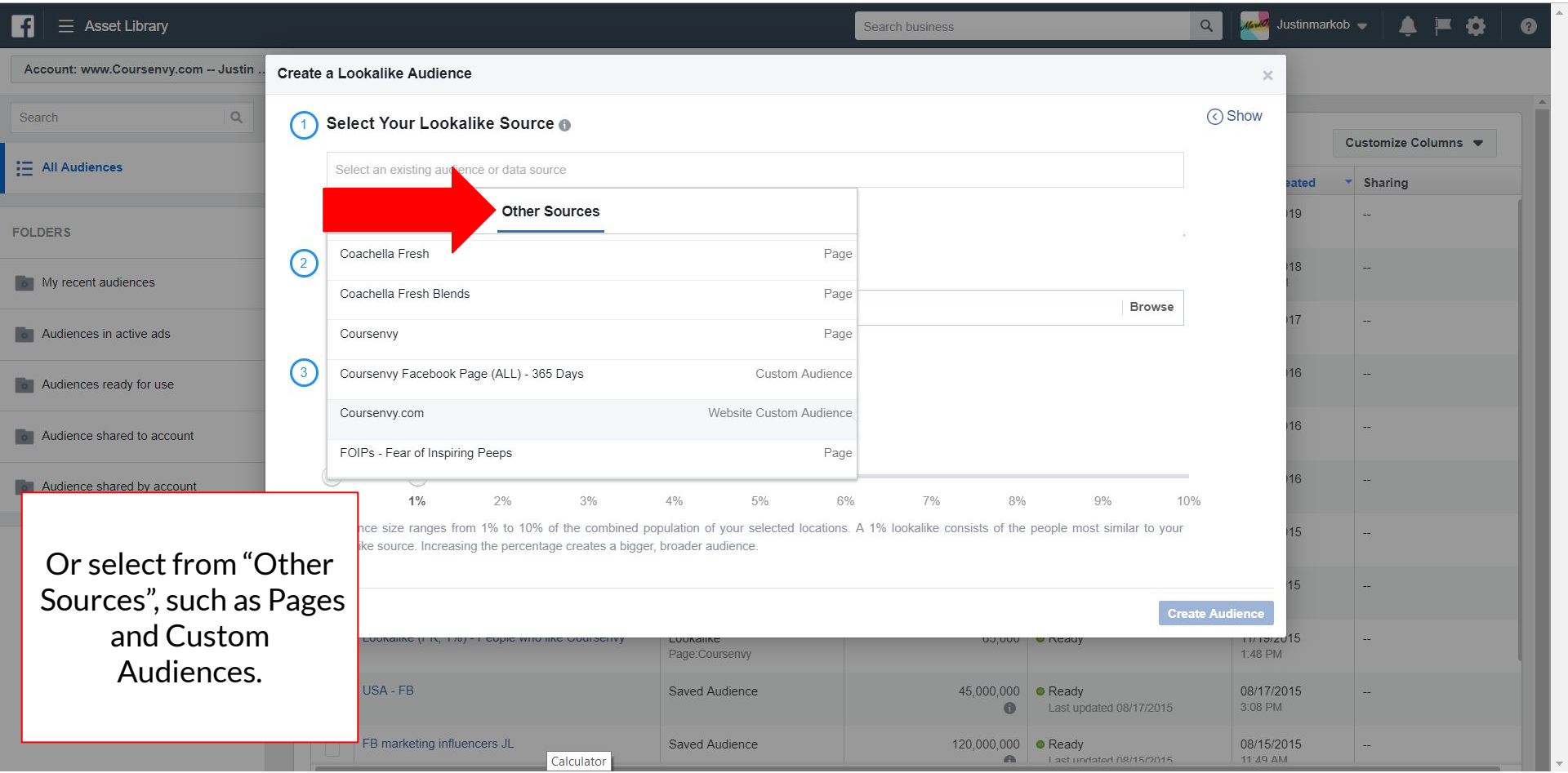
Or click to select an existing audience or data source.

Copyright 2019



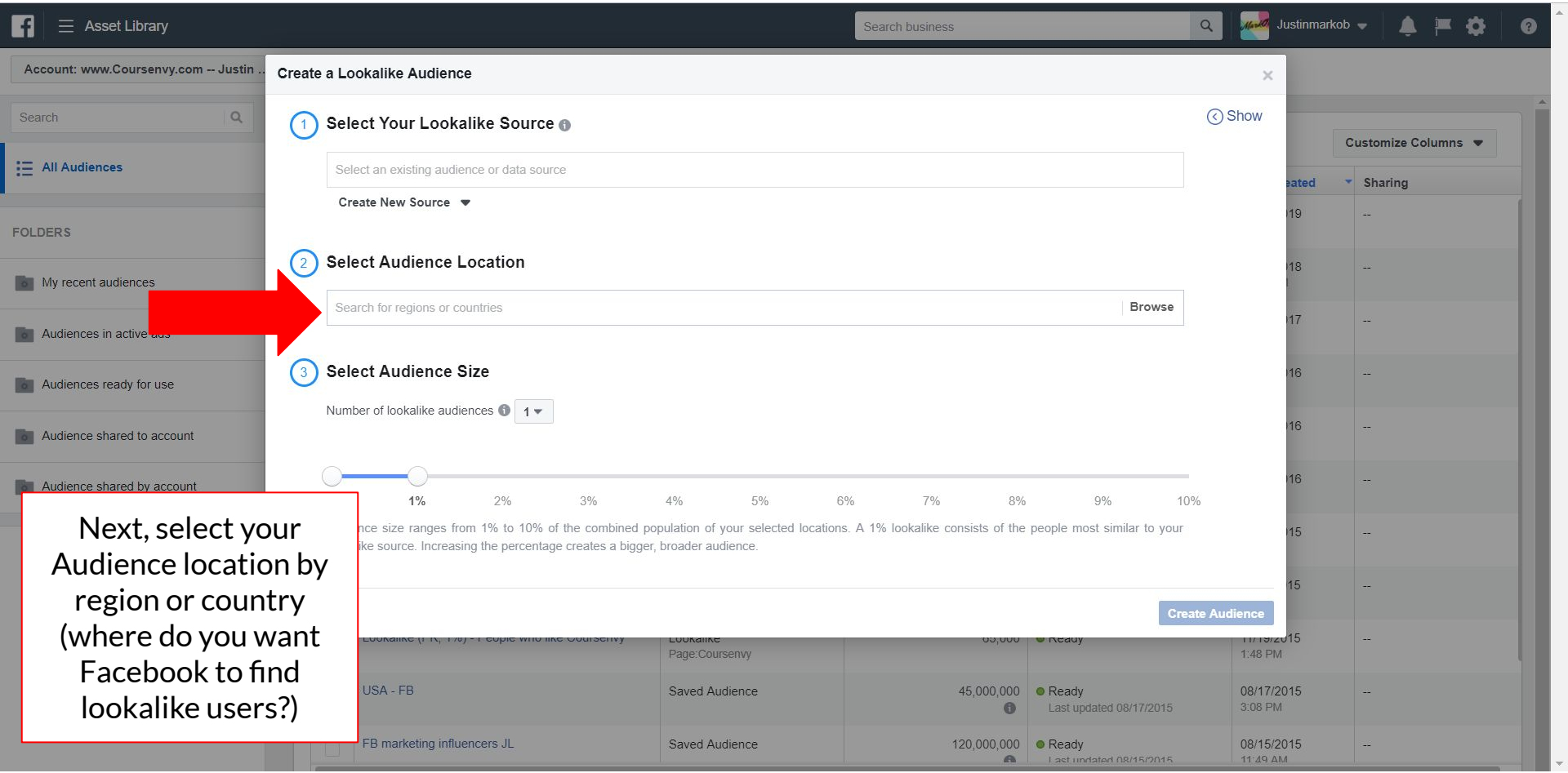
Then select from your "Value-Based Sources".

Copyright 2019



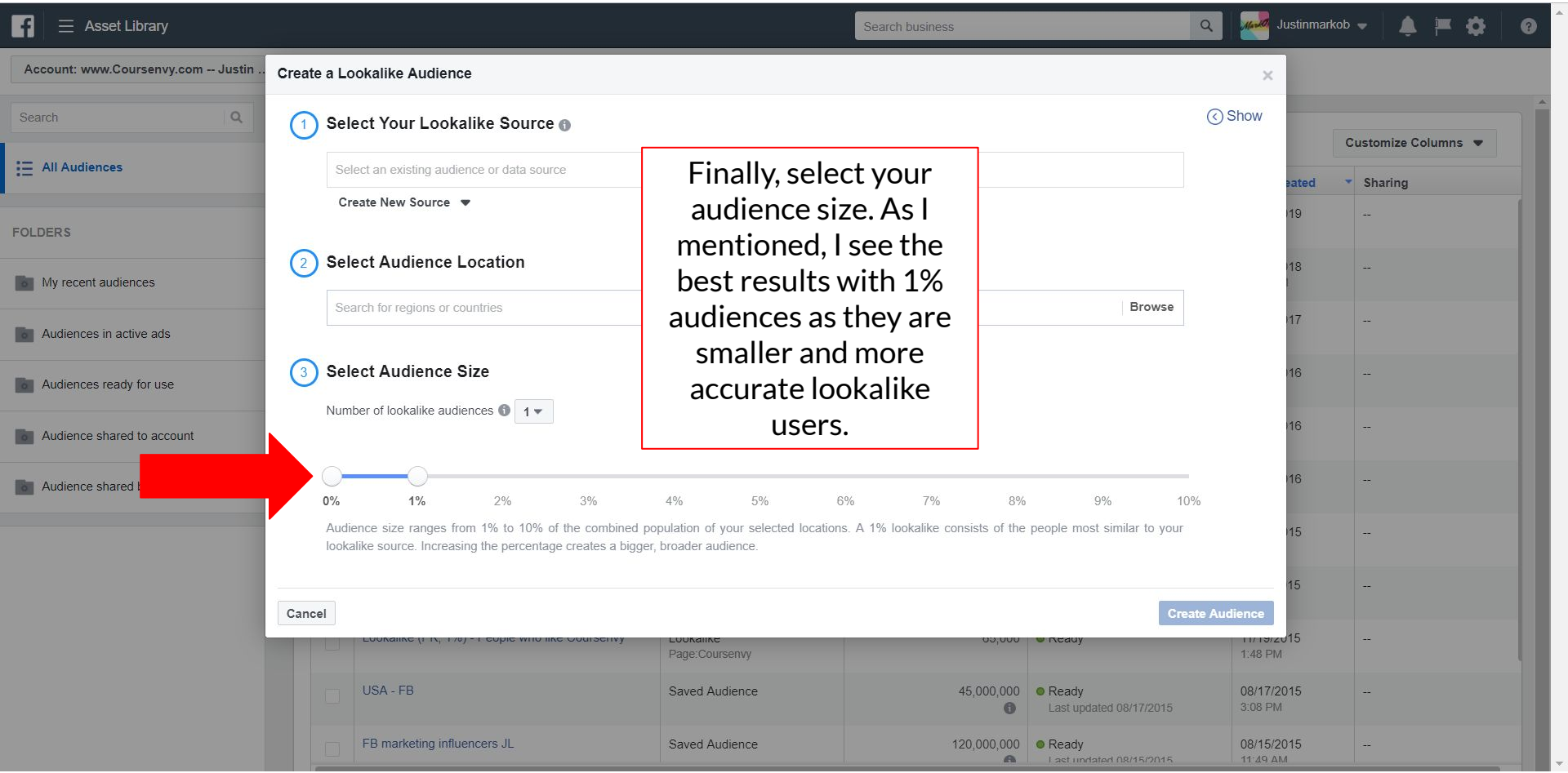
Or select from "Other Sources", such as Pages and Custom Audiences.

Copyright 2019



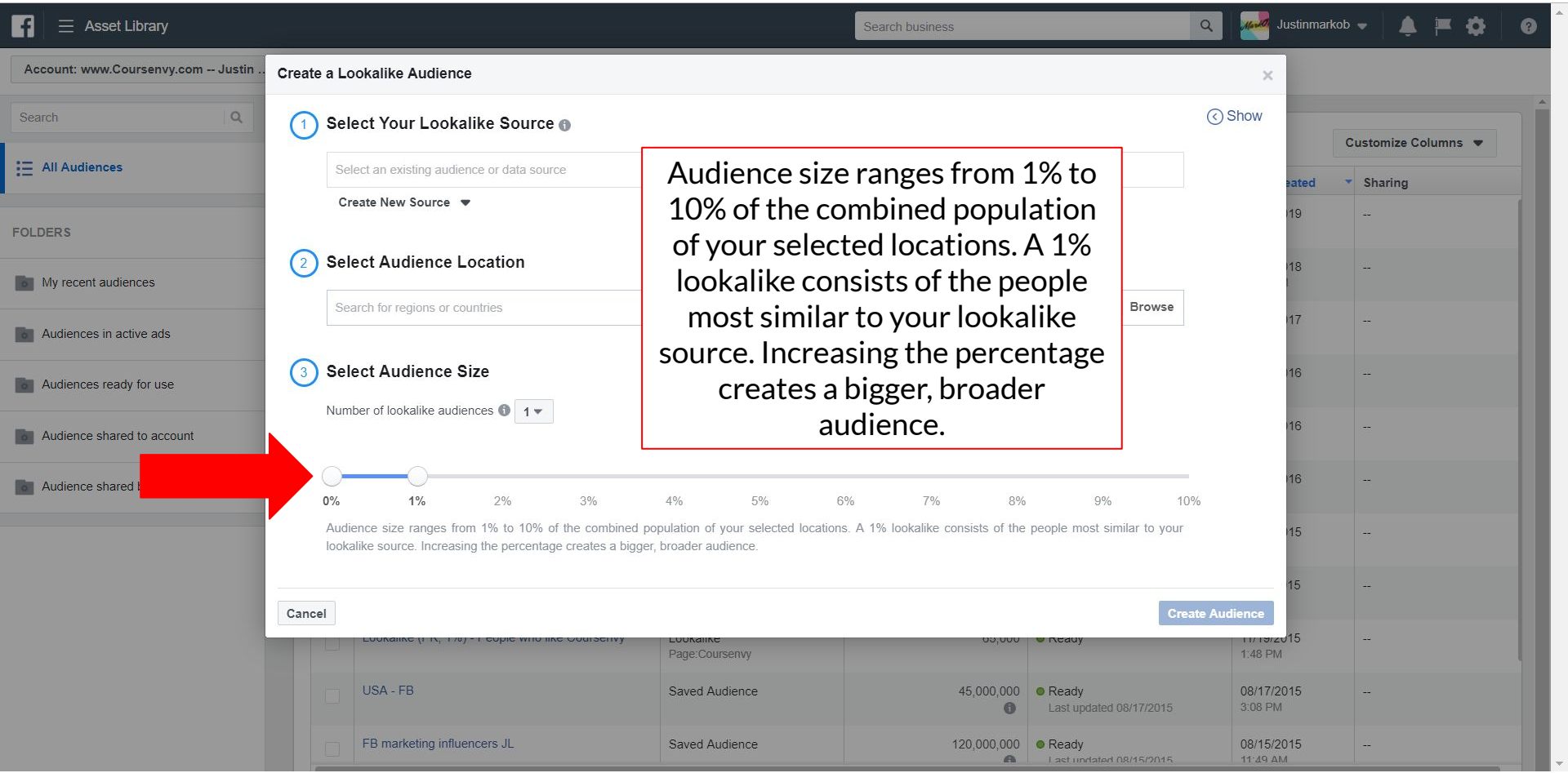
Next, select your Audience location by region or country (where do you want Facebook to find lookalike users?)

Copyright 2019



Finally, select your audience size. As I mentioned, I see the best results with 1% audiences as they are smaller and more accurate lookalike users.

Copyright 2019


Asset Library
Search business
Justinmarkob
Account: www.Coursenvy.com -- Justin ..
Search
All Audiences
FOLDERS
My recent audiences
Audiences in active ads
Audiences ready for use
Audience shared to account
Audience shared
Customize Columns
Sharing
Create a Lookalike Audience
1 Select Your Lookalike Source
Show
Select an existing audience or data source
Create New Source
2 Select Audience Location
Search for regions or countries
Browse
3 Select Audience Size
Number of lookalike audiences
1
Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.
0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%
Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.
Cancel
Create Audience
Page:Coursenvy
USA - FB
Saved Audience
45,000,000
Ready
Last updated 08/17/2015
08/17/2015
3:08 PM
FB marketing influencers JL
Saved Audience
120,000,000
Ready
08/15/2015

Copyright 2019

Things to Remember When Creating Lookalike Audiences

- You can create up to **500 Lookalike Audiences** from a single source audience
- Your Lookalike Audiences will only include people from the countries that you select during creation
- Your source audience must contain **at least 100 people from a single country** to be able to create a Lookalike Audience of it
- People in your source audience **won't be** included in the Lookalike Audiences
- Include **LTV data** to improve your Lookalike Audiences when you can

Copyright 2019

BEST PRACTICES: Lookalike Audiences

Create a Value-Based Lookalike Audience of people who spend money!

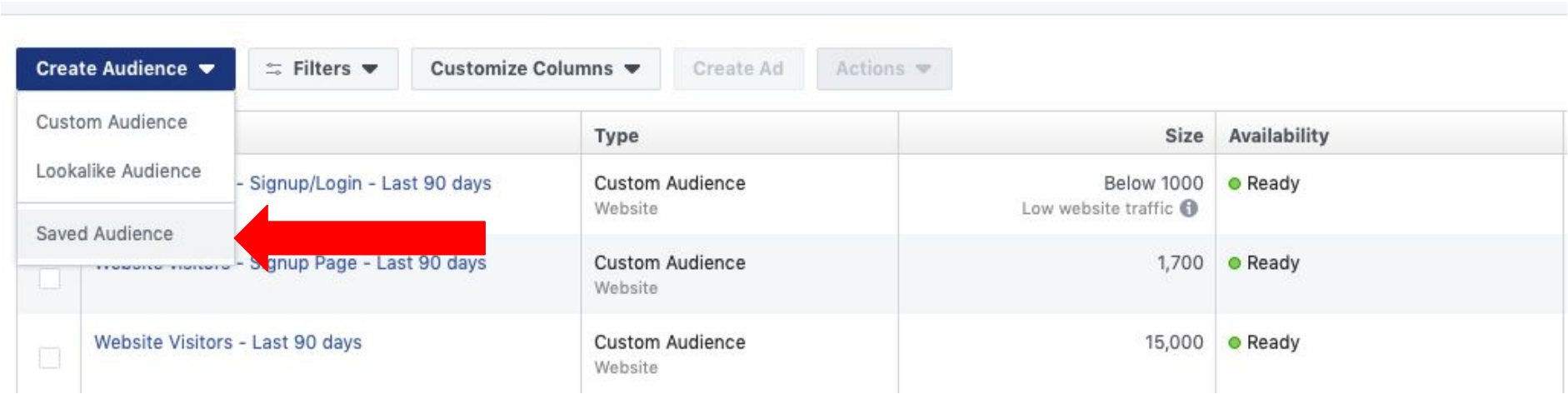
Preferably filter out your customer list to just recurring customers and/or the highest spenders (a great split test for lookalike audiences)!

1. First, create a Custom Audience < Customer File of customers (email addresses and names minimum) and add them to the **Facebook Customer File Template**
2. Once you have that Custom Audience added, create a Lookalike Audience selecting this customer list name as the **Source** with a **1% Audience Size**.
3. This will now be a list of lookalike users MOST LIKELY to buy from you!

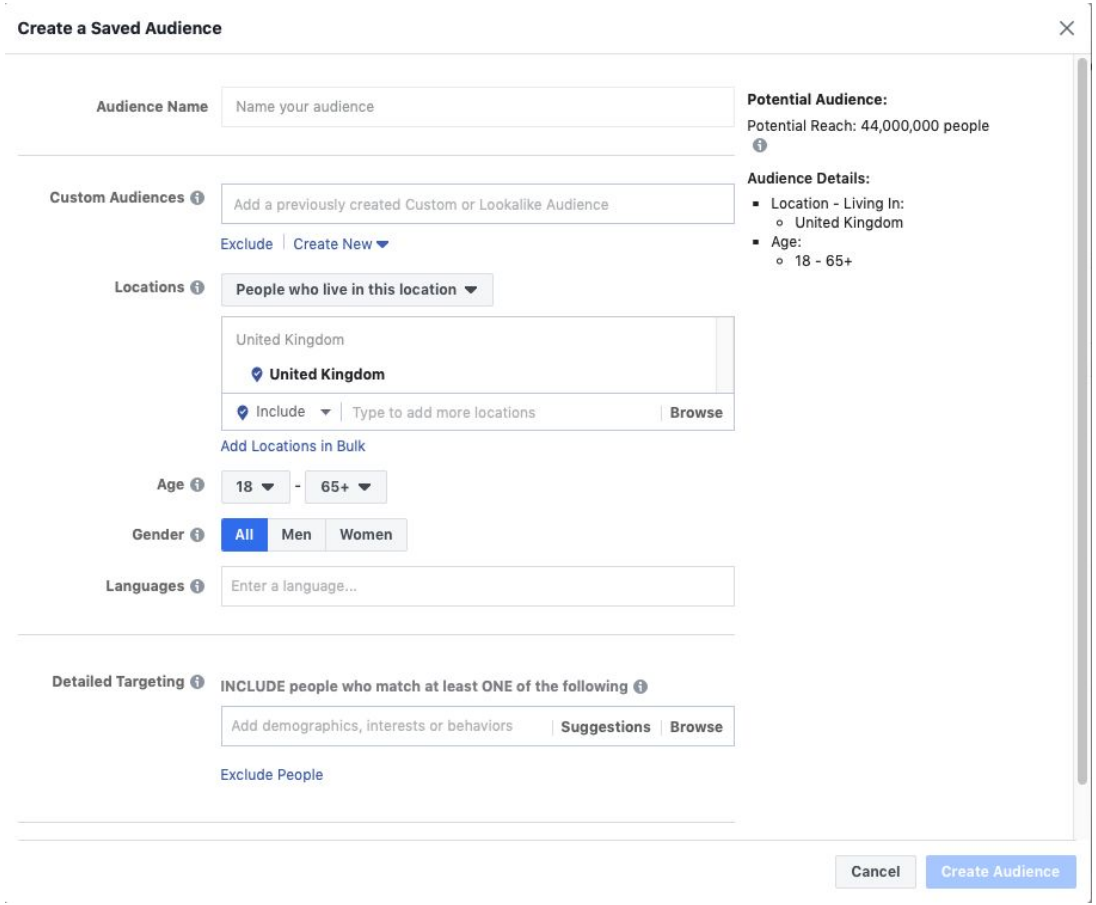
Copyright 2019

Creating a Saved Audience on Facebook

Save time from creating new audiences for each campaign by **saving your most frequently used audiences**.



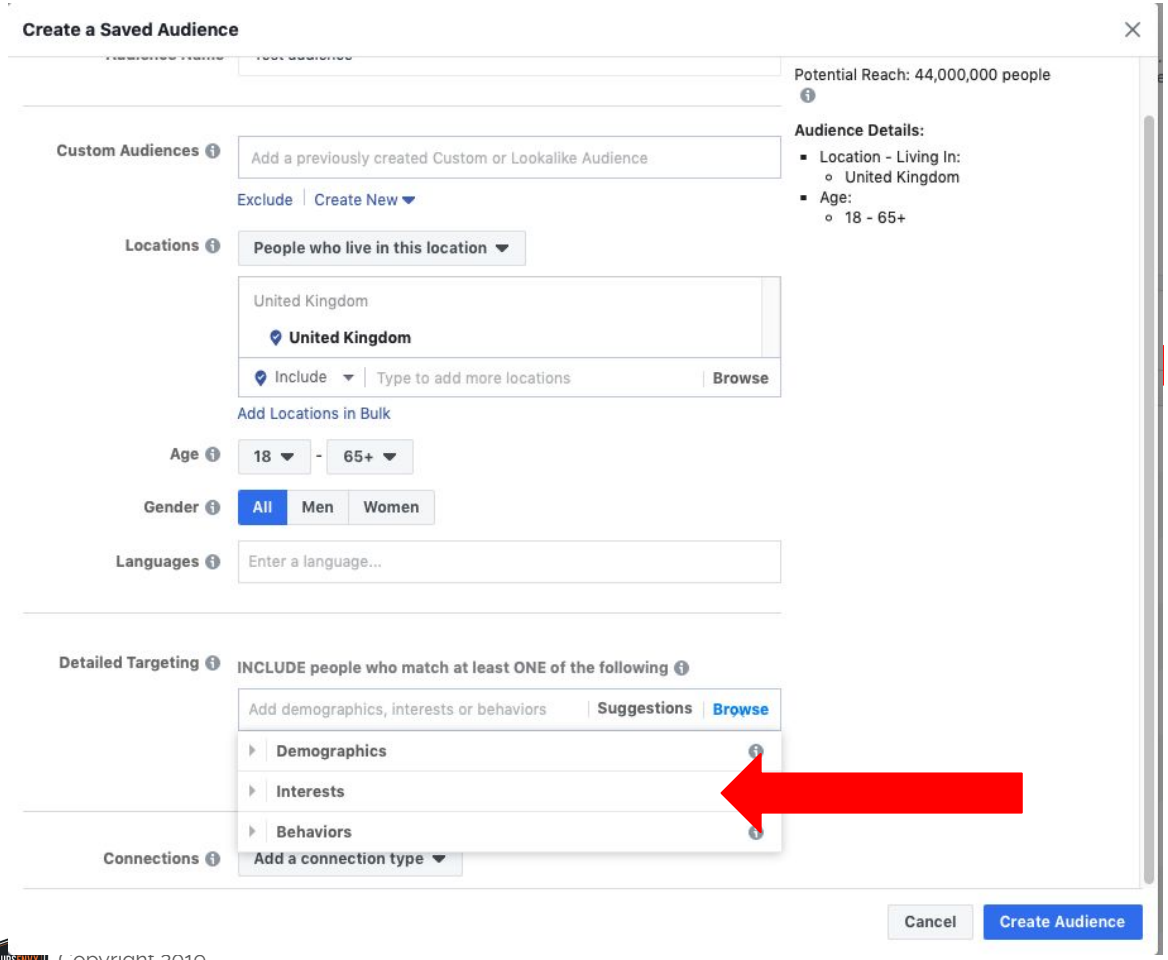
Copyright 2019



Set the following items for your saved audience:

1. Audience Name
2. Include Custom Audiences or Not
3. Locations
4. Demographics
5. Languages
6. Detailed Targeting
7. Connections

Copyright 2019



You can be as specific as you want under Detailed Targeting to find your target customer via:

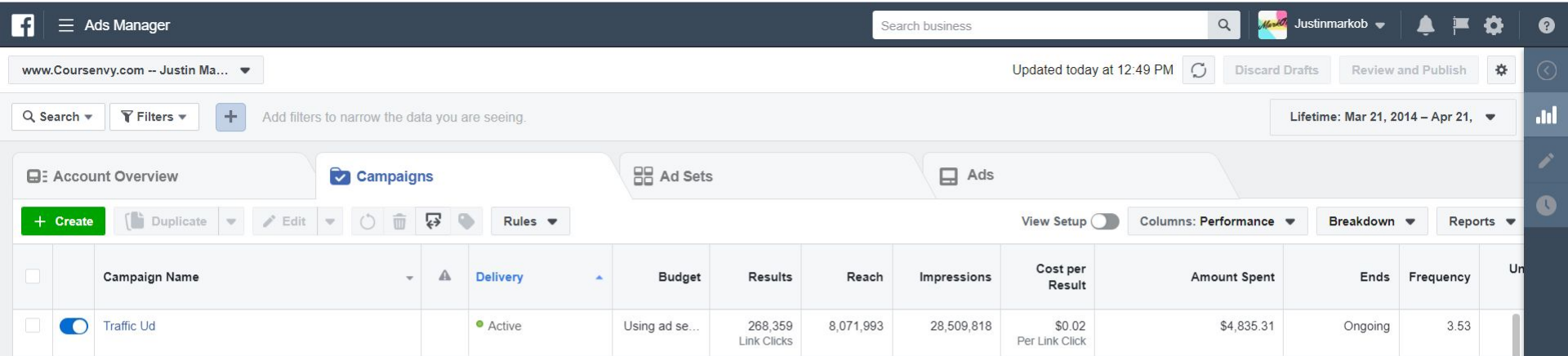
- ➢ Demographics
- ➢ Interests
- ➢ Behaviors

Copyright 2019

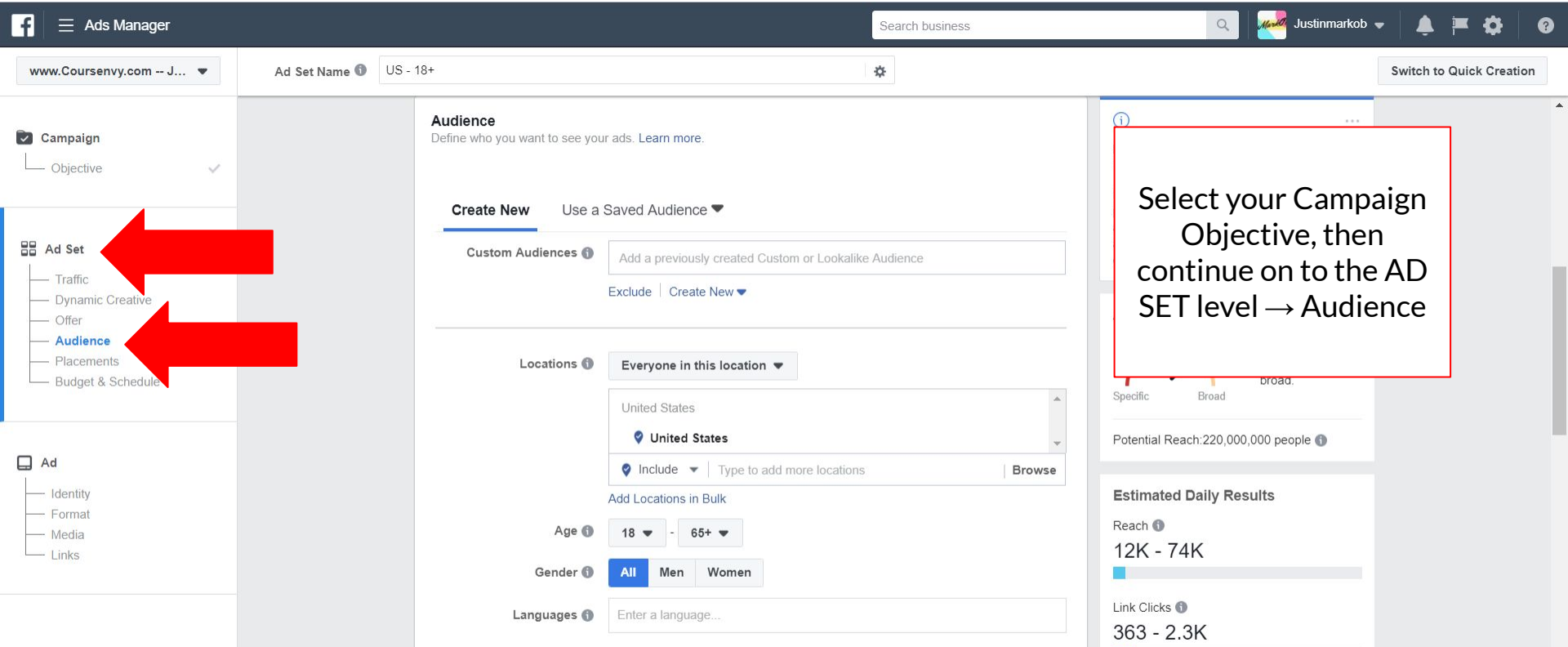
Targeting Custom, Lookalike, and Saved Audiences

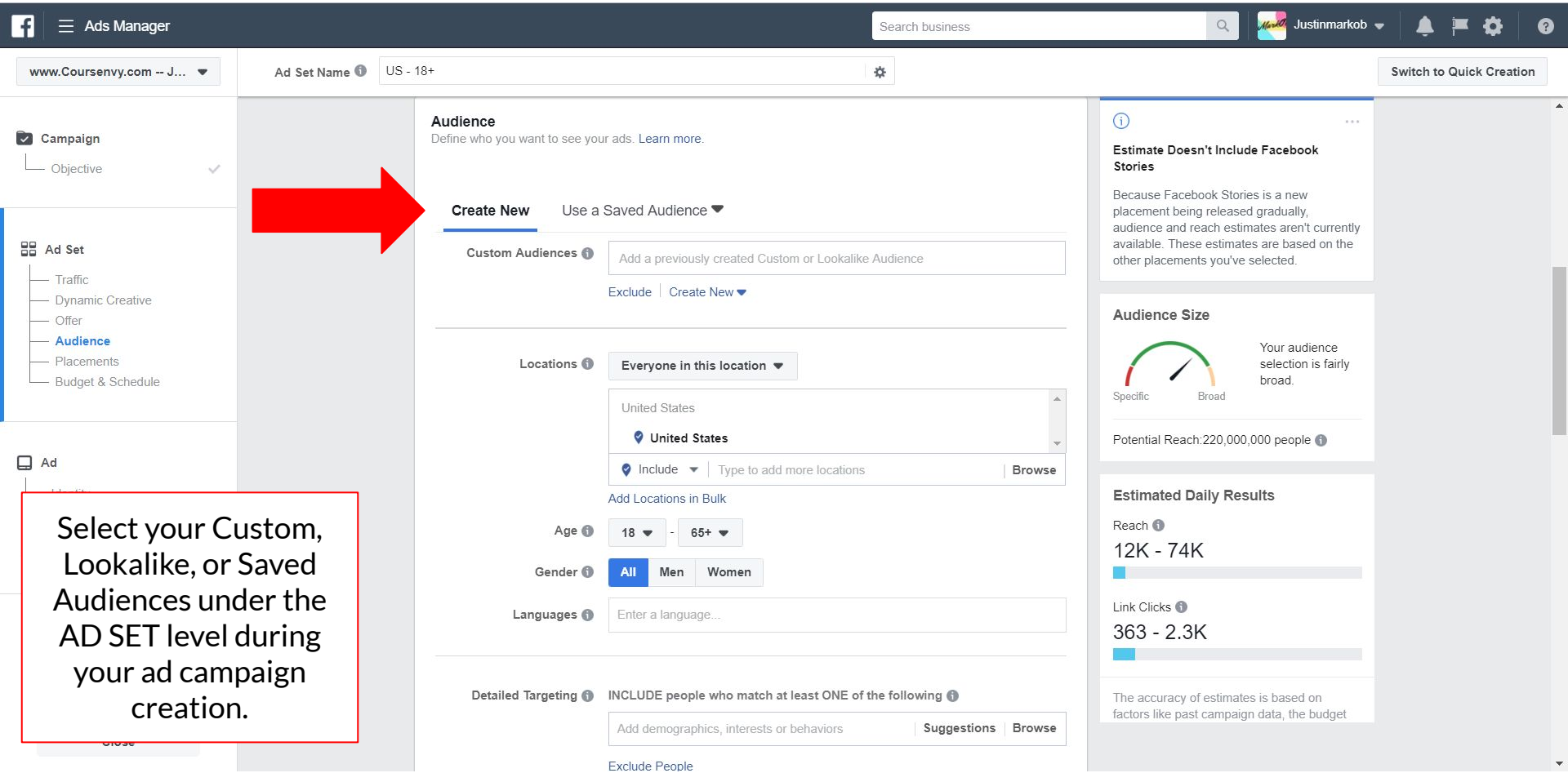
Now it is time to target all our newly created Facebook Audiences via Facebook Ad Campaigns!

- ➢ Navigate to your Ads Manager
- ➢ Click the green Create button



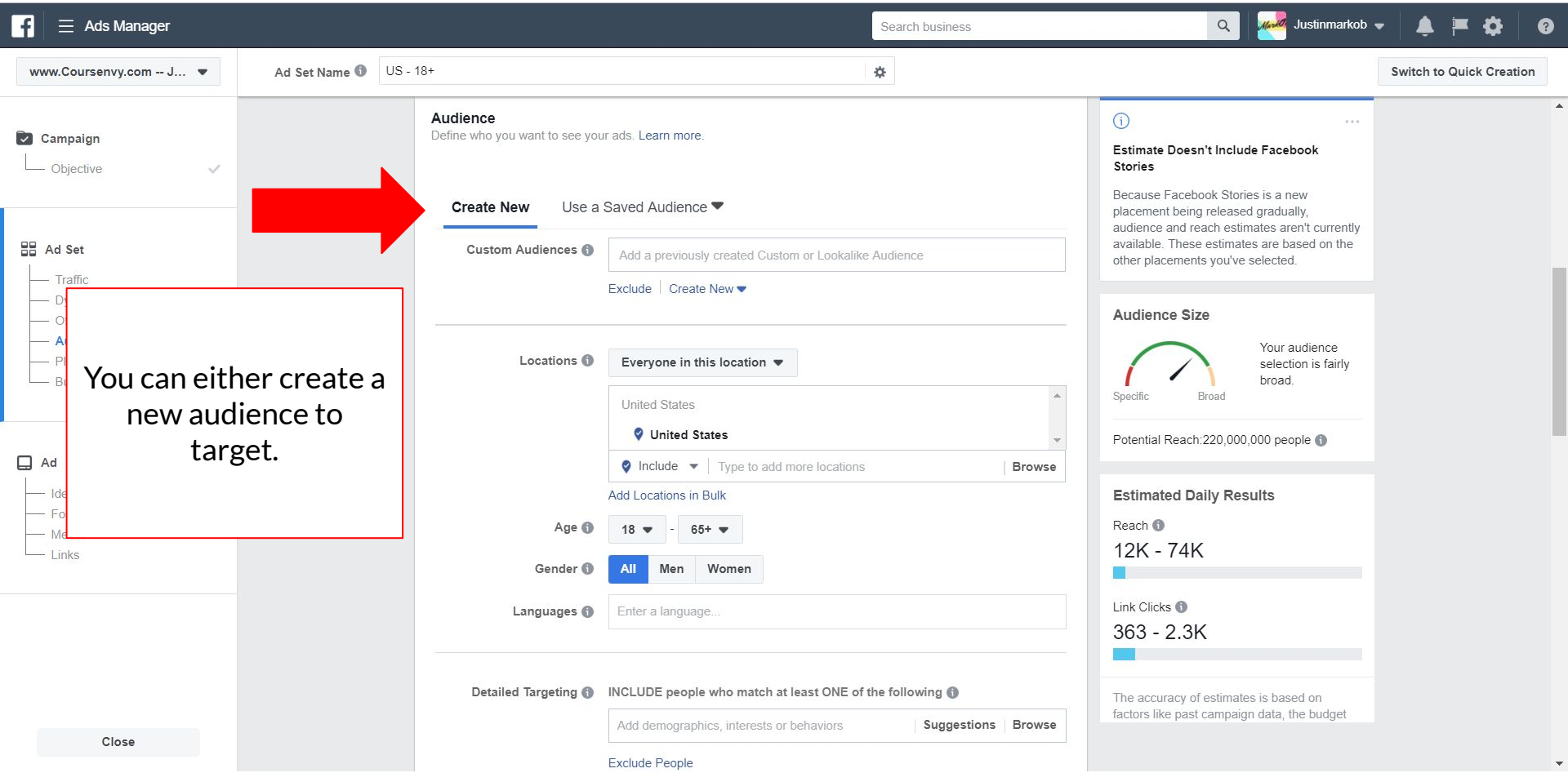
Targeting Custom, Lookalike, and Saved Audiences





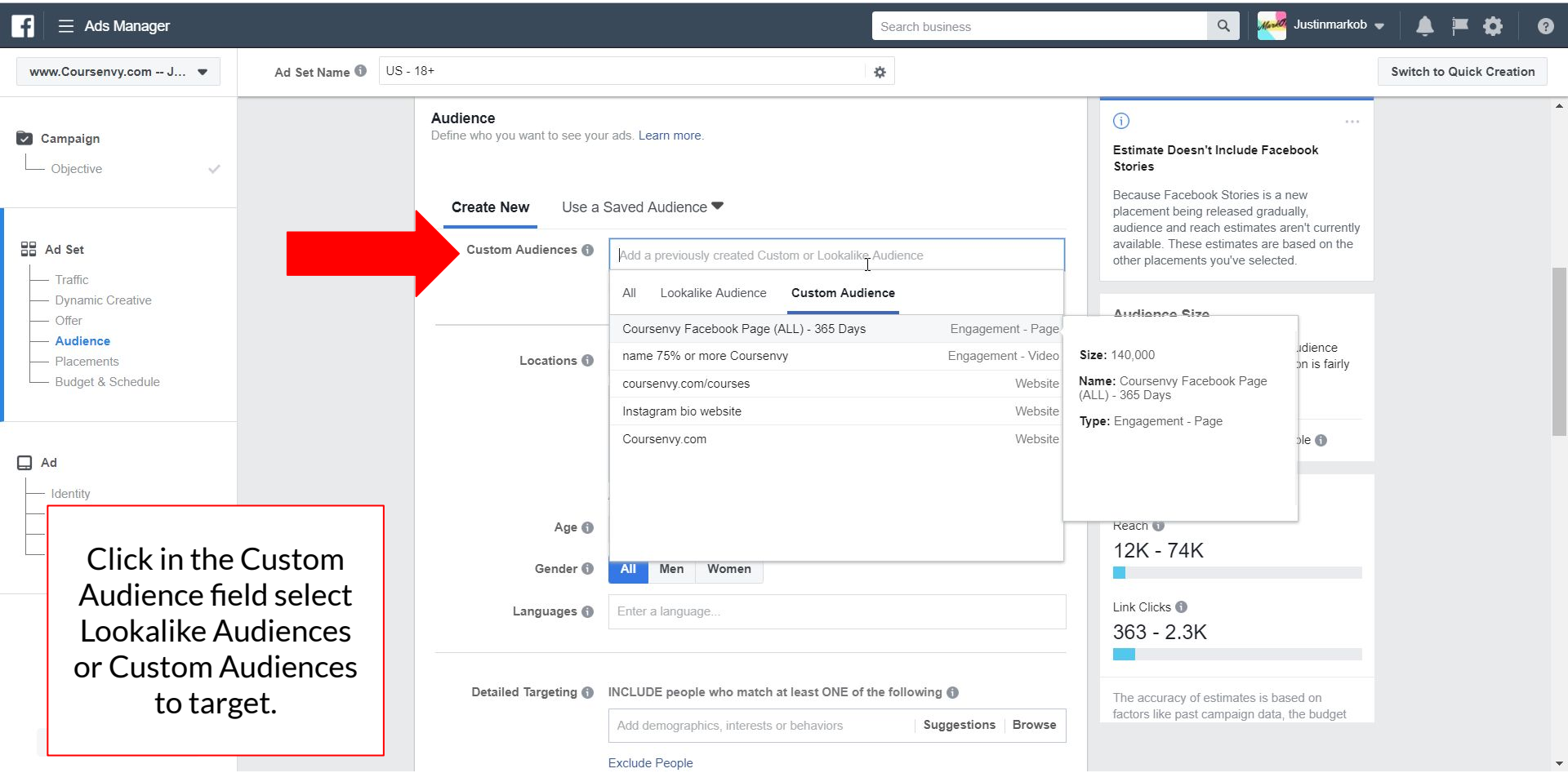
Select your Custom, Lookalike, or Saved Audiences under the AD SET level during your ad campaign creation.

Copyright 2019



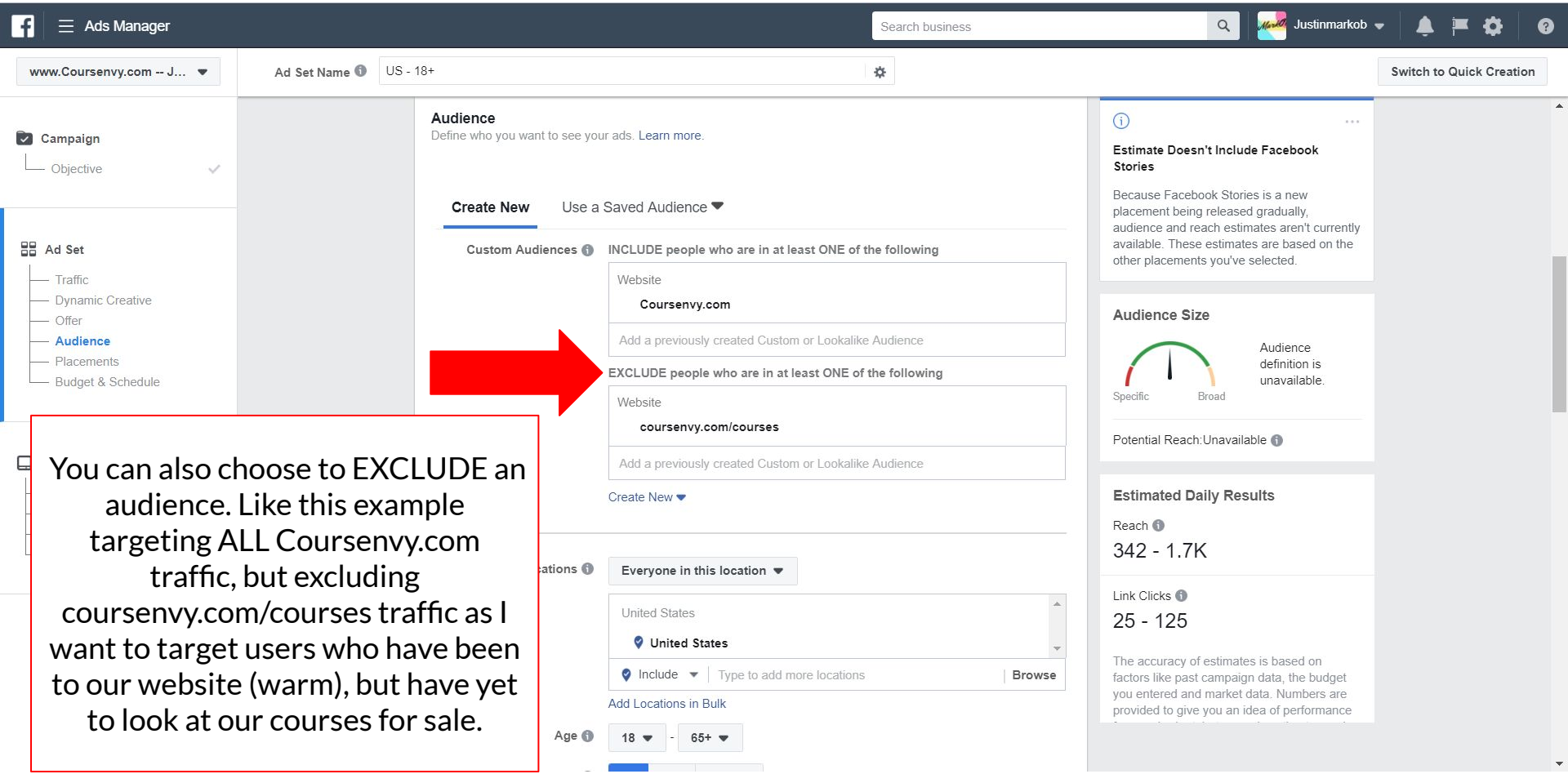
You can either create a new audience to target.

Copyright 2019



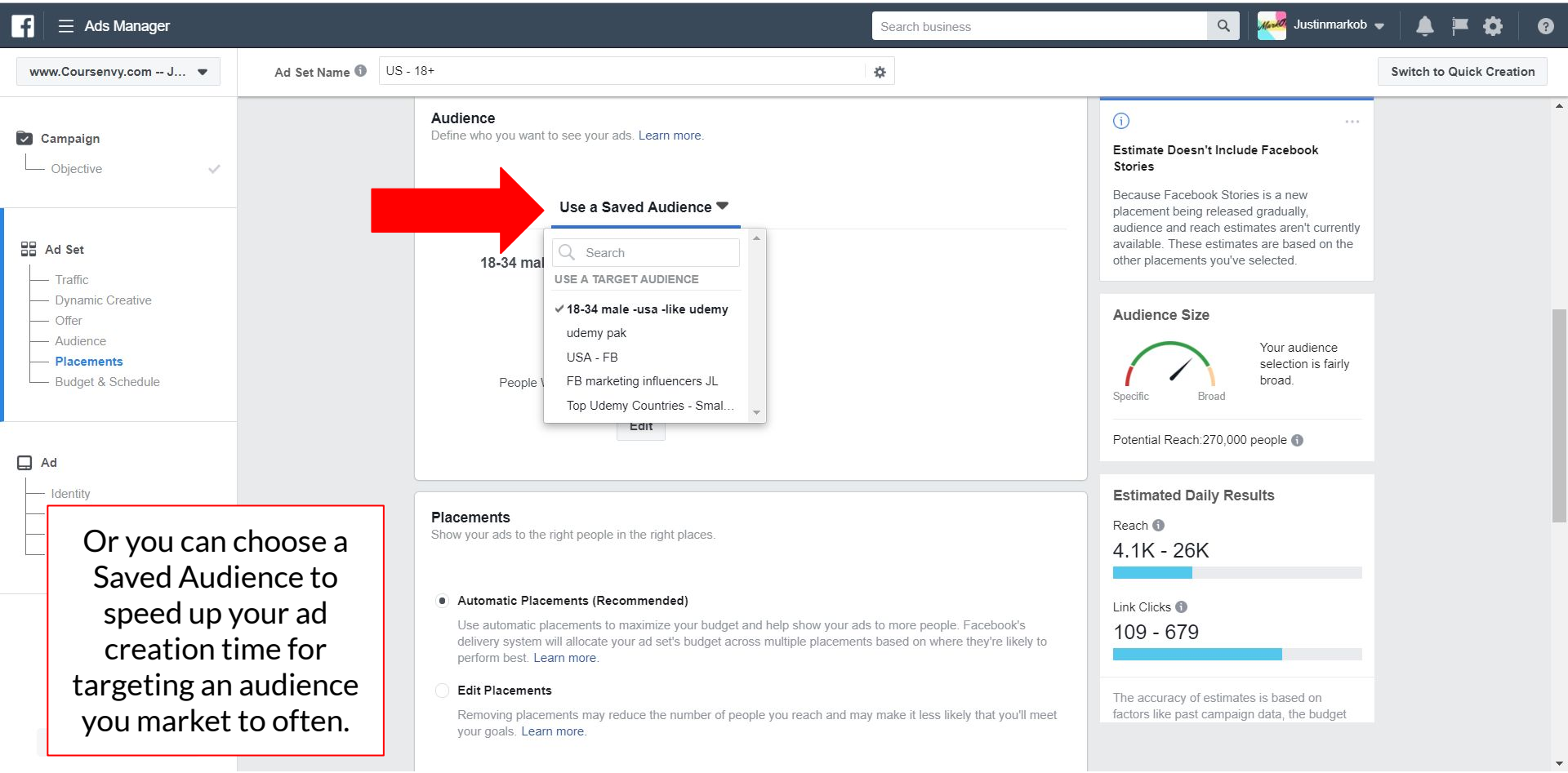
Click in the Custom Audience field select Lookalike Audiences or Custom Audiences to target.

Copyright 2019



You can also choose to EXCLUDE an audience. Like this example targeting ALL Coursenvy.com traffic, but excluding coursenvy.com/courses traffic as I want to target users who have been to our website (warm), but have yet to look at our courses for sale.

Copyright 2019


Ads Manager
Search business
Justinmarkob
www.Coursenvy.com -- J...
Ad Set Name
US - 18+
Switch to Quick Creation
Campaign
Objective
Ad Set
Traffic
Dynamic Creative
Offer
Audience
Placements
Budget & Schedule
Ad
Identity
Audience
Define who you want to see your ads. Learn more.
Use a Saved Audience
18-34 mal
Search
USE A TARGET AUDIENCE
18-34 male -usa -like udemy
udemy pak
USA - FB
FB marketing influencers JL
Top Udemy Countries - Smal...
People
Edit
Placements
Show your ads to the right people in the right places.
Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn more.
Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. Learn more.
Estimate Doesn't Include Facebook Stories
Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.
Audience Size
Specific
Broad
Your audience selection is fairly broad.
Potential Reach:270,000 people
Estimated Daily Results
Reach
4.1K - 26K
Link Clicks
109 - 679
The accuracy of estimates is based on factors like past campaign data, the budget

Or you can choose a Saved Audience to speed up your ad creation time for targeting an audience you market to often.

Copyright 2019

Copyright 2019